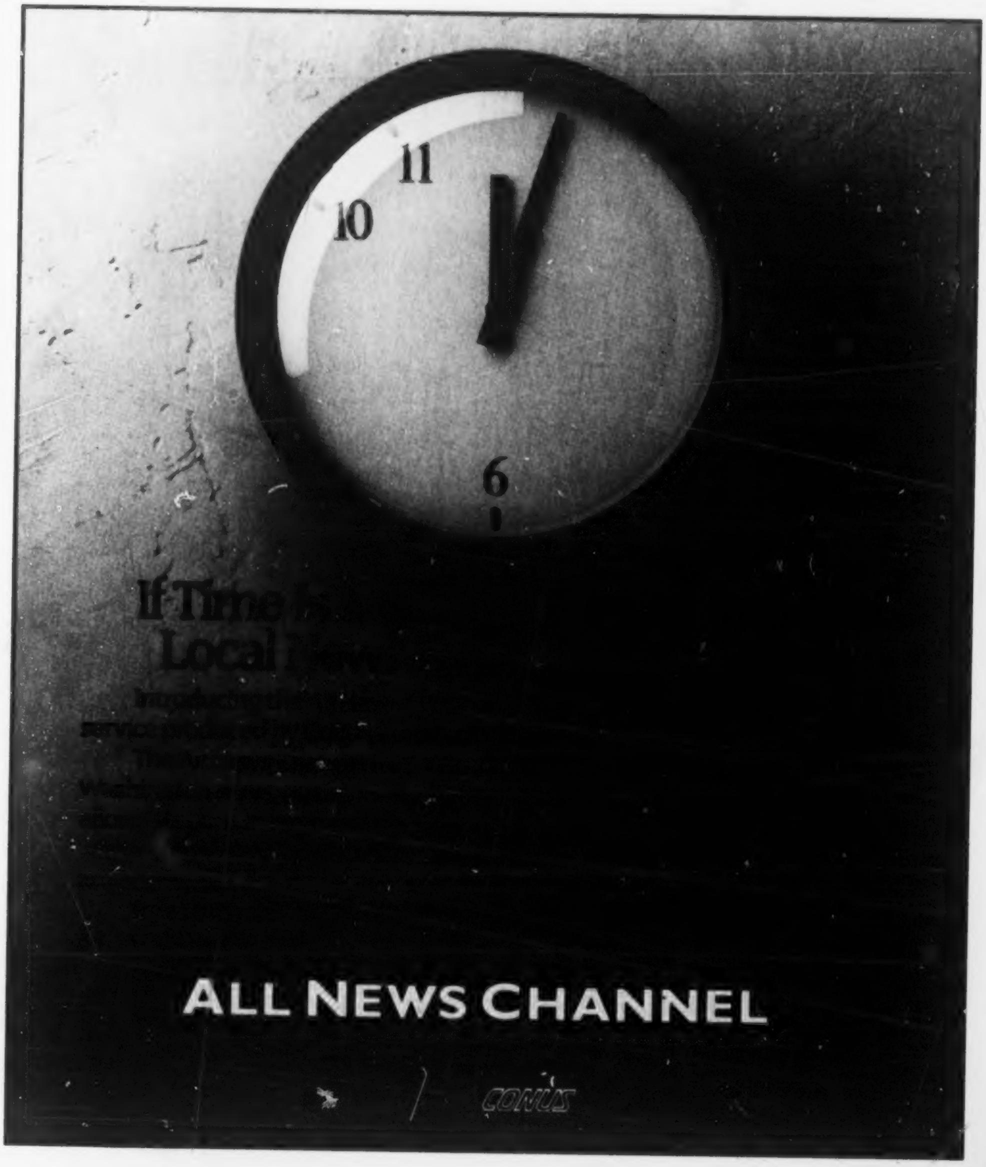
The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

C1750-1

Broadcasting Nov 6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If Time Is
Local News
ALL NEWS CHANNEL
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59th Year 1989

Indecency and the FCC: the beat goes on

Broadcasting Nov 6

Vol. 117 No. 19

No movement on must carry... Both cable and broadcast industries dig their heels in on channel positioning. Some wonder if must-carry agreement will ever be reached. **PAGE 35.**

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House bill to reallocate available radio spectrum gets support of FCC Chairman Alfred Sikes and former NTIA directors. Bush administration favors alternative plan.

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ABC's coverage of World Series, interrupted by California earthquake, ends up losing money for network.

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Group of Chicagoans asks FCC to deny renewal of WFMT(FM) Chicago on grounds that station's owner used money from fund-raiser to support co-owned TV station.

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What began as late-night news coverage of Iranian hostage crisis in 1979 has become ABC news institution.

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Those targeted by FCC's indecency judgments seek clearer guidelines and question enforcement process.

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BY THE NUMBERS 1

CBS's *Wolf* (pictured at right) isn't doing so well. Running up against the season premiere of NBC's *In the Heat of the Night* on Tuesday at 9, *Wolf*'s Week Six average was a 6.8 rating/10 share, down from Week Four's 9.9/16. *Heat of the Night* mustered a 19.2/29 for its first episode and finished 10th for the week. According to national overnight ratings for Week Seven's Tuesday night (Oct. 31), *Heat* pulled in an 18.0/28 at 8-8:30 and a 19.8/32 for its last half hour. *Wolf* delivered a 5.5/9 and a 5.6/9 for its similar 30-minute splits.

According to the same national overnights, NBC won Tuesday night for the first time this season, taking the night away from ABC by averaging a 17.1/29 over ABC's 16.4/27 and CBS's 8.4/14.

Week Six, ended Oct. 29, was won by NBC with a 14.9/24.9. CBS was second with a 14.2/23.9, followed by CBS's 13.0/21.7. Together, the big three delivered a combined 42.1 rating for an average of 38.8 million households.

"By the Numbers" continues on page 12

RATINGS ROUNDUP

Week 6 □ Oct. 23–Oct. 29

Rank/rating			Network	Show
1		24.9/37	A	*Roseanne*
2		24.5/41	N	*Cosby Show*
3	▼	24.1/39	N	*Cheers*
4	▲	23.4/37	C	*60 Minutes*
5	▼	23.1/38	N	*Different World*
6	▲	21.3/32	C	*Murder, She Wrote*
7		20.7/31	A	*Wonder Years*
8	▼	19.7/34	N	*Golden Girls*
9	▲	19.6/33	A	*Monday Night Football*
10	▼	19.2/29	N	*In the Heat of the Night*
11	▼	18.8/33	N	*Empty Nest*
12		18.7/29	N	*NBC Monday Movie*
13		18.6/30	A	*Who's the Boss?*
14	▼	18.5/34	C	*CBS Sunday Movie*
15		18.1/31	N	*Tonight Show 27th Anniversary*
16	▼	17.9/30	N	*Unsolved Mysteries*
17		17.5/32	A	*World Series, Game 3*
18		16.6/25	A	*Chicken Soup*
19	▼	16.4/28	A	*Growing Pains*
19	▲	16.4/26	N	*Matlock*
21	▼	16.2/26	N	*Hunter*
22	▼	15.8/25	A	*Head of the Class*
23	▼	15.4/25	A	*Doogie Howser, M.D.*
23	▼	15.4/26	N	*Night Court*
25		15.3/25	C	*Jake and the Fatman*
26	▼	15.0/26	C	*Knots Landing*
27	▼	14.9/22	C	*Murphy Brown*
28		14.7/26	A	*World Series, Game 4*
28		14.7/28	C	*CBS Friday Movie*
30		14.6/25	A	*thirtysomething*
31		14.5/26	A	*World Series, pr game*
32	▼	14.4/23	N	*ALF*
32		14.4/25	N	*Midnight Caller*
34	▼	14.2/22	C	*Major Dad*
35	▼	14.1/22	N	*Hogan Family*
36	▼	13.5/21	C	*Designing Women*
37	▼	13.3/22	A	*Anything But Love*
38	▲	13.2/20	F	*Married...With Children*
39	▲	13.0/20	N	*My Two Dads*
40		12.9/24	A	*China Beach*
41	▼	12.8/23	N	*Amen*
42		12.6/19	C	*Newhart, special*
43	▼	12.2/18	C	*Famous Teddy Z*
44	▲	12.1/19	N	*Sister Kate*
44		12.1/22	C	*Wiseguy*
46	▼	11.3/18	N	*Nutt House*
46	▲	11.3/18	C	*Rescue: 911*
48	▼	11.0/19	C	*Newhart*
48	▲	11.0/18	A	*Young Riders*
50	▲	10.9/20	N	*Baywatch*
50	▼	10.9/18	A	*MacGyver*
50		10.9/18	N	*NBC Sunday Movie*
50	▼	10.9/20	N	*227*
54	▲	10.5/17	N	*Magical World of Disney*
55		10.3/17	C	*Charlie Brown: Great Pumpkin*
55	▼	10.3/16	F	*Totally Hidden Video*
57	▲	10.2/16	F	*America's Most Wanted*
57		10.2/17	A	*AT&T Presents: Final Days*
59	▼	10.1/17	C	*48 Hours*
60		10.0/18	N	*Quantum Leap*
61	▲	9.9/16	C	*Snoops*
62		9.8/17	N	*Hardball*
62		9.8/17	C	*Island Son*
62		9.8/16	N	*Mancuso, FBI*
62		9.8/18	C	*Paradise*
66		9.3/15	C	*Top of the Hill*
67	▲	9.1/16	A	*Mission: Impossible*
67	▼	9.1/16	A	*Prime Time Live*
69		8.9/15	C	*Bugs Bunny* [illegible]
69	▼	8.9/15	A	*Free Spirit*
71		8.5/15	A	*World Series, pregame*
72	▲	8.0/15	C	*Sat. Night with Connie Chung*
73	▼	7.8/13	F	*Open House*
74		7.6/12	A	[illegible]
75	▼	7.3/13	C	*Tour of Duty*
76		6.8/10	C	*Wolf*
77	▲	6.2/10	F	*Reporters*
78	▼	5.8/9	F	*21 Jump Street*
79	▼	5.5/10	F	*Cops*
80	▲	5.1/9	F	*Tracey Ullman Show*
81	▼	4.8/7	F	*Alien Nation*
82		4.0/8	F	*Garry Shandling's Show*
83	▼	3.9/7	F	*Booker*
84	▼	2.9/5	F	*Beyond Tomorrow*

Guide to symbols
▼ Drop from last week ▲ Up from last week

Source: Nielsen Media Research
[illegible]

FREEZE FRAMES: Syndication Scorecard*

Week ended Oct. 22

Rank	Program (Syndicator)	Rtg	Stns	Covg
1	Wheel of Fortune (King World)	14.3	225	99
2	[illegible]	12.6	212	96
3	[illegible]	9.7	208	98
4	[illegible]	9.6	200	97
4	[illegible]	9.6	230	97
6	[illegible]	8.6	163	95
7	[illegible]	8.5	180	93
8	[illegible]	7.9	183	89
9	[illegible]	6.	189	96
10	[illegible]	5.9	210	97
10	[illegible]	5.9	145	94
12	[illegible]	5.5	122	82
13	[illegible]	5.2	166	89
14	[illegible]	5.1	168	96
14	[illegible]	5.1	170	89

The following shows were rated, but not ranked

Program (Syndicator)	Rtg	Stns	Covg
[illegible]	6.	167	92
[illegible]	8.2	237	96

*Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research

Summary of Broadcasting & Cable

BROADCASTING

SERVICE	ON AIR	CP's [1]	TOTAL *
[redacted]	[redacted]	[redacted]	[redacted]

CABLE †

[redacted]

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

"By the Numbers" continued from page 10

In the evening news race, ABC's *World News Tonight* won the week with a 10.3/21. CBS came in second with a 10.0/20, followed by NBC's 9.6/20.

For the book of days, ABC's Monday night win was a squeaker at 17.3/28 over NBC's 17.2/26.7. CBS pulled in a 13.1/20.

Tuesday, Wednesday and Friday were also ABC wins. Tuesday was won with an 18.3/29 over NBC's 16.7/26.4 and CBS's 9.3/14.8. Wednesday went to ABC's 14.5/24.9, over second place NBC's 13.7/23.2. On Friday, ABC took the night with a 17.7/31.6. CBS came in second that night with a 13.0/23.4.

Thursday and Saturday went to NBC. The former was a 21.0/35.2 win, over CBS's 11.5/19.2 and ABC's 9.7/16.3. The latter night was taken with a 15.8/28.4 over ABC's 13.4/24.9 and CBS's 8.4/15.3.

CBS took Sunday night with a 20.4/33.3—the network's highest average this season for that night. NBC claimed an 11.2/18.1, while ABC had a 9.7/16.1.

ABC's three-hour Sunday broadcast of *AT&T Presents: The Final Days* ranked 57th for the week with a 10.2/17. CBS's Sunday movie, *The Lady Forgets*, brought in an 18.5/34 to rank 14th for the week. NBC's movie, *Double Your Pleasure* tied for 50th with the network's *227* and pulled in a 10.9/18.

MarketScope

The Standard & Poor's Industrials fell 1.50 points to close at 389.42. For the seven day period ended Nov. 1, the Stock Index stood at 38 advances, 78 declines and 13 unchanged. Among the six groups tracked, the Equipment and Manufacturing group was hardest hit, with five advances, 17 declines and two unchanged. Cable stocks finished in a similar fashion, with three advances, 15 declines and one unchanged. Broadcasting stocks closed out with four advances, nine declines and three unchanged.

Stock Index Notes: T-Toronto. A-American. N-NYSE. O-NASDAQ. Bid prices and common A stock used unless otherwise noted. P/E ratios are based on earnings per share for the previous 12 months as published by Standard & Poor's or as obtained by Broadcasting's own research.

STOCK INDEX 1

[redacted]

BY THE NUMBERS 3

STOCK INDEX 2

[illegible]

Errata

Styles Broadcasting Co. is headed by Robert Germain and **Tom DiBacco and Kim Styles DiBacco** (husband and wife), who also own WHEW(FM) Fort Myers, Fla. Names of the DiBaccos **were omitted from Oct. 23 "Changing Hands" item on sale of WRBA(FM) Springfield, Fla.**

□

Oct. 16 special report on basketball incorrectly reported that NBC-TV airs Raycom Sports' 38-game Atlantic Coast Conference package in regions outside mid-Atlantic. **NBC's 20-game college basketball schedule does include four ACC conference games and ACC Championship,** as well as six interconference games involving ACC teams.

□

NPR was not participant in PBS lease or purchase of multiple satellite transponders from AT&T announced last week, as suggested in Oct. 30 "Closed Circuit." NPR continues separate negotiations for next-generation satellite capacity with "several vendors, and a final selection certainly has not been made," said Peter Lowenstein, VP, distribution, NPR, which expects to complete deal for two transponders by end of year.

portunities," sponsored by *National Academy of Television Arts and Sciences, New York chapter. Speaker: Andre Orgel*, president-CEO, Video Jukebox Network. Copacabana, New York.

Dec. 7—"The Television Marketplace," luncheon sponsored by *Academy of Television Arts and Sciences*, featuring David Gerber, chairman, MGM/UA Television Production Group; Jerry Leider, chairman, ITC Entertainment Group, and Sandy Wernick, president, Brillstein Productions. Beverly Hilton, Los Angeles. Information: (818) 953-7575.

Dec. 9—*Texas AP Broadcasters* regional news seminar. Holiday Inn, Northwest Loop, San Antonio, Tex. Information: ((214) 991-2100.

Dec. 12—"Europe 1992: What Will a Stronger Common Market Mean for the U.S.—And the World?" conference for journalists sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 337-3603.

Dec. 12—Pay-per-view seminar sponsored by *Cable Television Administration and Marketing Society*. Anaheim Hilton, Anaheim, Calif. Information: (703) 549-4200.

Dec. 13—*American Sportscasters Association* fifth annual hall of fame dinner. Marriott Marquis, New York. Information: (212) 227-8080.

Dec. 13-15—Western Cable Show. Anaheim, Calif. Information: (415) 428-2225.

Dec. 14—*International Radio and Television Society* Christmas benefit, featuring Flash Cadillac, sponsored by *Unistar Communications Group*. Waldorf-Astoria, New York. Information: (212) 867-6650.

Dec. 20—*Society of Broadcast Engineers, chapter 15*, meeting, "Designing a Radio Facility." Speaker: Herb Squire, WQXR-FM New York. WQXR facility, New York. Information: David Bialik, (212) 752-3322.

January, 1990

Jan. 4—"Salute to 20 Years of [ABC's] *All My Children*," sponsored by *National Academy of Television Arts and Sciences, New York chapter.* Speakers: Agnes Nixon, who created the program; Felicia Behr, producer, *AMC*, and Jozie Emmerich, senior VP-daytime programs, ABC-TV. Copacabana, New York.

Jan. 8—*International Radio & Television Society* newsmaker luncheon. Waldorf-Astoria, New York. Information: (212) 867-6650.

Jan. 10-12—TV programing festival of International Film & TV Festival of New York. Sheraton Center, New York. Information: (914) 238-4481.

Jan. 11—*Federal Communications Bar Association* luncheon. Speaker: Janice Obuchowski, assistant secretary of Commerce for Communica-

"Datebook" continues on page 92.

Open Mike

Weather update

EDITOR: We realize that covering an industry as dynamic as weathercasting in one article is a difficult task at best. And while your Oct. 23 article, "You need more than a weatherman to know which way the wind blows," highlighted some interesting trends and issues, it also contained errors and omissions that could be misleading.

While the trend toward PC-based systems was noted in several places, ESD's role as a leading developer and supplier of PC-based systems was not mentioned. (This segment of the market has been and continues to be the fastest growing, not just because of cost advantages, but because of ease-of-use and reliability factors.)

Second, ESD is a recognized technological leader in the industry: we were the first to distribute color digital satellite imagery, and the first to free TV stations from the constraints of telephone dial-up (with our Front End processing system). Today the capabilities of our fully integrated PC-based Weathergraphix workstations rival what only much larger systems could accomplish a few short years ago.

Contrary to what your article states, the proprietary nature of Kavouras systems prohibits them from accepting ESD data and imagery or, for that matter, any other commercial source of data and imagery. [ESD's Weathergraphix workstations require no proprietary hardware in order to use ESD-supplied data and imagery.]—*Larry N. Hambrick, chief operating officer, ESD Weather Systems, Suitland, Md.*

Other way around

EDITOR: Your "Top of the Week" story entitled "FCC cleans out the pipeline on indecency" in the Oct. 30 issue provided a concise and insightful summary of what has become an extraordinarily convoluted legal issue. One bit of history, though, was reversed in the telling. The FCC's 1987 order abandoned a long-established 10 p.m. to 6 a.m. safe harbor for indecent programing in favor of a more restrictive midnight to 6 a.m. safe harbor, not the other way around. Broadcasters lost a key two hours of discretionary time. It was that more restrictive standard which the Court of Appeals reversed, leading to Congress's 24-hour ban. That set the stage for the current commission inquiry. This is the quintessential modern communications issue, in which Congress, the commission and the courts are all involved, and it is very difficult to predict where it will all end.—*Lawrence M. Miller, Schwartz, Woods & Miller, Washington.*

Virgin Islands update

EDITOR: Your "Closed Circuit" of Oct. 2 quoted Martha Wheeler from a St. Thomas radio station as saying that "Both TV stations based on [the Virgin Islands] have declared bankruptcy and will not reorganize." This is simply not true.

First of all, I am quite amazed a person who has no relationship with the two TV stations in the Virgin Islands, like Ms. Wheeler, would speak on their behalf. I cannot speak on behalf of the other TV station, but I know that our station, WSVI(TV) Christiansted, the ABC affiliate, has "not declared bankruptcy" and has no intention to do so.

Even though our broadcasting facilities have been devastated by Hurricane Hugo, we plan to rebuild the station and go back on the air. As of now, we are borrowing some broadcasting equipment from the Federal Emergency Management Agency to be able to go on low power as soon as possible. Later we plan to reconstruct the station and continue our ABC programing along with our local productions.—*Barakat Saleh, president, WSJU(TV) Carolina, P.R.*

Less is not more

EDITOR: I read with interest the Oct. 9 story citing a study by Media Perspectives that found listeners feel AM is top-heavy with news and information.

I think this misses the point.

I recall several years ago someone being quoted in the *New York Daily News*, saying that radio news disappeared from many stations because it was done poorly. News staffers were lazy, ripping the news wire, reading stories outside their region of no interest and rewriting day-old stories from the newspapers, with no attempt at local origination.

This summer I heard an "all news" station in a semi-major market. I had just heard the National Weather Service Public Service Band station forecast severe thunderstorms with damage. But for at least the next hour, this "all-news" station simply relayed its national network and ripped state wire stories for local news. There was not a word about the weather warning. And there was very major damage.

So when consultants come in, they do focus groups, find the audience is bored with these very boring news stations, and conclude that news programing is "clutter."

It'd be as if a town had only one pizzeria. And the pizza was heavy and greasy, and it ended up going out of business.

And then restaurant consultants came in and concluded: "Obviously, there's no market for pizza in this town!"

It seems that radio consultants may be doing just that, basing their findings on newscasts that repel listeners or bore then to tears. Then they find news to be "boring" and "clutter" in the programing.

It's interesting that at the recent AP newspaper editors' convention, the major finding was that baby boomers are putting down roots in their communities, and that community news will have to be covered well, and made interesting, and relevant to the reader.

Isn't it interesting that they aren't finding that their audience doesn't want any hard news or information, but that the reverse is true...they want to know what's going on in their communities.—*Michael Collins, president, WSNG(AM) Torrington, Conn.*

Of like mind

EDITOR: The recent letter from Harold Hallikainen ("Open Mike," Oct. 16) is hanging on the bulletin board at KEY 590. When I first read it, I had to read his name twice to be sure that I hadn't written the letter and forgotten all about it. I've written a good many letters that were very similar.

Here in Canada, AM radio is faring considerably better than it is in the United States. In Toronto, the split between AM and FM listenership is still about 50-50. The AM share is dropping, nevertheless, and without some corrective action, we're in for trouble.

There's one point, though, that wasn't mentioned in Mr. Hallikainen's letter. In Canada, and possibly in the United States too, there is now not *one* make of AM stereo equipment for home use that's still on the market. The last two manufacturers offering AM stereo receivers have ceased production in the last few months.

Meanwhile, AM stereo is still available in automobiles, but in many cases, it's available only with the low-end sound systems. If you upgrade to premium equipment, you lose AM's stereo capability. Furthermore, there are strong rumors that some car manufacturers will drop it from even their base line systems in the near future.

I share his frustration in what I perceive to be the industry's lack of action in resolving this matter. All of the major Toronto AM stations are broadcasting in stereo. Here at KEY 590, we are running an ongoing series of promotional announcements to call attention to AM stereo. We have continued to run these, even after home sets have been withdrawn from the market, because we want our listeners to create a demand at the retail level. Audio retailers tell us that they're receiving calls for sets, but there's no product available.

When I talk to other broadcasters, or to industry associations, I get a variety of responses. "We can't control what the set manufacturers do." (The heck you say! If we create a demand, the sets will be there.) "Manufacturers won't make the sets, because AM sound quality is too poor." (Hogwash! As Mr. Hallikainen pointed out in his letter, NRSC AM stereo can't be distinguished from FM stereo on the average radio.) "We're working on it, but it takes time." (This response from industry associations really upsets me, because activity is measured by results, and there are presently no results.) "Forget it...it's a lost cause." (This response is the most maddening of all when it comes from an AM broadcaster who's broadcasting in stereo.)

We need more people to speak up. AM stereo will not, single-handedly, result in the rebirth of the AM radio industry, but it's one important ingredient, and I'm not ready to see it fall by the wayside.—*Dave Lyman, vice-president-general manager, KEY(AM) Toronto.*

On the job

EDITOR: I noted with concern that your story in the Oct. 23 issue, "Bay area radio covers the quake," failed to mention KNBR(AM)'s tremendous effort. Realizing that phone communications were difficult during the quake and for several days thereafter, I thought you might find it interesting and revealing to know how KNBR responded to this extreme situation. As the flagship station of the San Francisco Giants, KNBR was in the middle of our World Series pregame program when the earthquake hit. KNBR was the only major AM radio station in the market not to be knocked off the air. KNBR is also the Emergency Broadcast Station for the Bay Area and was utilized as such to broadcast EBS announcements from San Francisco Mayor Art Agnos throughout the night, along with messages from Lt. Governor Leo McCarthy.

While KCBS(AM) and KGO(AM) are the major news outlets in the market, the entire KNBR staff provided Northern California with "continuous" coverage from 5:04 p.m. Tuesday until 5 a.m. Thursday when we began airing commercials again and moved back into regular programing. It should be noted that KGO radio suffered severe damage to its transmitters and KCBS radio was also knocked off the air for a period of time. KNBR, which is a 50 kw clear channel station, was able to stay on the air with only brief interruptions. Our staff of news and talk personalities provided eyewitness accounts and up-to-date traffic and transit information and took thousands of calls from our listeners in all of the quake-affected areas. KNBR's building was affected by the quake and lost all its power and electricity. KNBR's emergency generator came on and we were able to continue to broadcast news and information. We were working under severe handicaps: no lights—just flashlights, no wires for 48 hours, no air conditioning and only limited phones.—*Tony Salavadore, vice president-general manager, KNBR(AM)-KFOG(FM) San Francisco.*

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Hawaii *808-545-2700, fax: 808-599-5802;*
Toronto *416-482-6288, fax: 416-482-9207;*
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Founded 1931. *Broadcasting-Telecasting** introduced in 1946. *Television** acquired in 1961. *Cablecasting** introduced in 1972 □ * Reg U.S. Patent Office. □

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has in the past."

WFMT is an unusual station. Not only is it a commercial station under the control of a nonprofit entity, it also spends a large portion of its budget on production, much of it live. Although it is best known for classical music, it also features poets and critics. Thus, it considers itself a "fine arts" rather than mere classical music station. And it is a local station with a national audience. United Video distributes the station's signal via satellite to more than 300 cable systems serving some 3 million homes in 45 states.

Listeners first became alarmed about the fate of WFMT when CETA sold *Chicago* magazine in January 1987 for $16 million and used the proceeds for the support of WTTW. What remains from the sale—$9 million—is now in an endowment fund for the television station. WFMT had published *Chicago* and counted on its profits to help support its operations. CETA sold WFMT's property "and put the money in its own pocket," said Friends in its petition.

Because of the existence of the endowment, Friends said, the fundraiser WFMT aired in May 1989 to cover a $400,000 shortfall in operating expenses was a fraud. "In fact, as CETA knew, there was never a true deficit at all," it said. "The interest on the $9 million fund created by the sale of the program guide would easily have covered any $400,000 deficit.... The so-called deficit was contrived by CETA primarily to get listeners to make contributions they would not otherwise have made."

According to Friends, CETA is now demanding that the station reduce costs and become a "record-playing station" more like crosstown classical music station WNIB(FM) and threatening to require the station to accept recorded commercials. The demands, threats and the sale of one of WFMT's principal assets constitute a breach of the trust obligations CETA took on when it accepted the station as a gift from Tribune Broadcasting in 1969, the petition said.

For both the fraud and the breach, Friends said, CETA is unfit to be a broadcast licensee. **-HAJ**

State of the Network Economy

(Add 000)

	Prime Time	*Late Night*	*A.M.*	*Daytime*	*Children*	*Sports*	*News*	*Total*
Revenue from client-supplied programing								
Third quarter '88	$2,526	$0	$0	$0	$0	$1,282	$0	$3,808
Third quarter '89	3,498	0	0	0	0	1,106	0	4,604
% change	38.48	NA	NA	NA	NA	-13.73	NA	20.90
All other gross revenue from time sales								
Third quarter '88	672,283	81,638	44,790	257,748	34,003	550,719	174,888	1,816,069*
Third quarter '89	855,776	90,383	50,718	229,793	37,828	266,294	175,326	1,706,118*
% change	27.29	10.71	13.24	-10.85	11.25	-51.65	0.25	-6.05
Total gross revenue from time sales								
Third quarter '88	674,809	81,638	44,790	257,748	34,003	552,001	174,888	1,819,877
Third quarter '89	859,274	90,383	50,718	229,793	37,828	267,400	175,326	1,710,722
% change	27.34	10.71	13.24	-10.85	11.25	-51.56	0.25	-6.00
Less advertising agency commissions								
Third quarter '88	101,238	12,245	6,719	38,667	5,086	82,641	26,227	272,823
Third quarter '89	128,891	13,557	7,609	34,467	5,674	39,801	26,299	256,298
% change	27.31	10.71	13.25	-10.86	11.56	-51.84	0.27	-6.06
Total net revenue from time sales								
Third quarter '88	573,571	69,393	38,071	219,081	28,917	469,360	148,661	1,547,054
Third quarter '89	730,383	76,826	43,109	195,326	32,154	227,599	149,027	1,454,424**
% change	27.34	10.71	13.23	-10.84	11.19	-51.51	0.25	-5.99

*Does not include color insertion revenues.

**Includes no political parties/candidates revenues for the 1989 third quarter.

Total three-TV network revenue in the just-completed third quarter was just under $1.5 billion. The total was 6% less than that which ABC, CBS and NBC reported for the third quarter of last year, a period which had extra revenue from the summer Olympics.

The year-to-year decline was virtually the same as that experienced in the first quarter, which also was matched against Olympic spending in the prior year.

The network revenue figures were provided to BROADCASTING by the Broadcast Financial Management Association and compiled from unaudited submissions made by ABC, CBS and NBC to Arthur Young & Co.

Looked at over two years, and thus skipping any comparison involving Olympic advertising, both prime time and total three-network revenue increased 4½% compounded annually between 1987 and 1989. Late-night revenue growth over the two years was stronger, at 6½% annual growth, as was early morning (A.M.) at almost 9% growth.

Weaker dayparts included both daytime, down just over 1% annually, and children's, down just under 1% annually. Sports was up 4%, while the best performance was registered by news, which posted 14% growth, although some of that increase was due to a redefinition of certain programing (previously categorized as part of prime time) to news.

C17507

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Nov 13

KATZ COMMUNICATIONS INC

People Make The Difference

Katz. The best.

59th Year 1989

NBC sews up NBA for record $600 million

Broadcasting Nov 13

Vol. 117 No. 20

NBC nets NBA deal...

National Basketball Association signs four-year, $600 million agreement with NBC that will more than triple NBA's annual broadcast network TV revenue. **PAGE 35.**

Making of must carry...

BROADCASTING's must-carry chronology looks at history of rules. **PAGE 36.**

Bankers' hour...

This special report on Fifth Estate financing examines how investment banks may affect future media landscapes by way they respond to their own changing situation; provides look at some of major Wall Street firms with media practices, and capital and M&A services offered by those firms outside of major investment bank media groups. **PAGE 47.**

38/ MCA CONTENDERS

MCA TV is offering five new shows in syndication, including *Adam 12* (above), part of packaged strip for stations.

40/ HYBRID SERVICE

Commercial KRON-TV San Francisco and noncommercial KQED(TV) there join to produce 24-hour all-news broadcast/cable channel.

41/ WORDS FROM VALENTI

Motion Picture Association of America President Jack Valenti lashes out at U.S. networks and European Community for adopting programing quotas.

42/ L.A.-DENVER BUY

Viacom Broadcasting signs agreement to purchase KJOI(FM) Los Angeles and KHOW(AM)-KSYY(FM) Denver from Command Communications for $101.5 million cash.

82/ SOUP'S OFF

ABC cancels *Chicken Soup* due to show's inability to hold onto lead-in audience; network says Oprah Winfrey will star in and co-produce half-hour drama series for next spring.

82/ 'WAKE, RATTLE & ROLL'

Worldvision syndicates Hanna-Barbera's live-action/animated first-run strip for 1990-91 season.

84/ MTM CHANGES

R. Kevin Tannehill is named president of MTM Television Distribution, capping management reorganization by MTM owner.

86/ MOVEMENT TOWARD TV MARTI

House-Senate conference agrees on authorization bill providing for TV Marti Service and offering protection to U.S. broadcasters from interference.

88/ HBO INCENTIVES

HBO institutes new subscriber incentive program: "Son of SIP."

88/ THUMBS DOWN

National Commission on Working Women's annual report on new TV season finds characterization of females unrealistic, with, according to luncheon host, actress Linda Lavin, return to "old stereotypes and unbelievable characters."

93/ TV ADVERTISING

Advertiser-supported TV encounters resistance from Europeans, say speakers at London barter syndication conference.

94/ EUROPEAN BARTER

Roundtable of experts explore barter syndication's potential growth in Europe.

97/ DOMINANT AM'S

Often overlooked in discussions to improve AM band is fact that many major market AM's are doing just fine.

119/ DESIGN AND CONQUER

Henry Guzewicz, chairman of Stainless Inc., has made his mark on Fifth Estate by filling some tall orders.

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BY THE NUMBERS 1

ABC's *Coach*, shown at right, returns to the network's schedule Tuesday, Nov. 21, to take over the time slot, at least temporarily, last occupied by *Chicken Soup*, which bowed out during Week Eight with its final 15.2 rating/24 share. The network's *thirtysomething* had its lowest rating so far this season that same night, posting an 11.8/20.5, down from Week Seven's 12.2/22.

Coach has had 24 exposures to date in a mixture of Tuesdays and Wednesdays at 9 or 9:30. Most recently, *Coach* ran on Wednesdays at 9:30, during last season's Week 48 through Week 51, when it averaged a 7.7/13. Prior to that, the show ran on Tuesdays in the same slot for seven weeks, where the show had its best track record, averaging a 12.9/23. Twelve broadcasts on Wednesday nights, from Week 24 through 38 of last season, gave the show a 10.7/17 average.

Tonight, CBS's *Doctor, Doctor* returns to the 10:30 Monday slot it last occupied during Weeks

"By the Numbers" continues on page 14

RATINGS ROUNDUP

Week 7 □ Oct. 30–Nov. 5

Rank/rating			Network	Show
1	▲	25.4/39	N	*Cosby Show*
2	▲	24.7/38	N	*Different World*
3		24.4/37	N	*Cheers*
4	▼	23.8/37	A	*Roseanne*
5	▲	21.3/36	N	*Golden Girls*
6		21.2/33	N	*Dear John*
7	▼	21.1/33	C	*60 Minutes*
8	▼	20.2/30	C	*Murder, She Wrote*
9	▲	20.1/34	N	*Empty Nest*
9	■	20.1/34	N	*L.A. Law*
11	▲	19.9/34	A	*NFL Monday Night Football*
12		19.0/33	A	*Barbara Walters Special*
12	▲	19.0/30	N	*Unsolved Mysteries*
14	▼	18.9/30	N	*In the Heat of the Night*
15		17.8/27	A	*ABC Sunday Movie*
16	▲	17.8/28	A	*Growing Pains*
17	▼	17.4/27	A	*Wonder Years*
18	▲	17.3/29	N	*Matlock*
19	▼	16.8/26	N	*NBC Monday Movie*
19	▼	16.8/27	A	*Who's the Boss?*
21	▲	16.7/26	A	*Head of the Class*
22	▼	16.3/25	C	*CBS Sunday Movie*
23	▼	15.9/26	A	*Chicken Soup*
24		15.7/28	A	*Full House*
24	▼	15.7/28	N	*Hunter*
26	▲	15.1/26	N	*Midnight Caller*
26	▼	15.1/23	N	*Night Court*
28	▼	15.0/23	A	*Doogie Howser, M.D.*
29	▼	14.6/25	C	*Knots Landing*
30	▲	14.1/22	N	*ALF*
30	▼	14.1/22	C	*Jake and the Fatman*
32	▲	14.0/24	N	*Amen*
32	▲	14.0/22	C	*Designing Women*
32		14.0/26	A	*20/20*
35		13.9/21	N	*Wickedest Witch, special*
36	▼	13.8/20	C	*Murphy Brown*
37		13.7/24	A	*Family Matters*
38	▼	13.2/21	A	*Anything But Love*
39	▲	12.8/21	A	*MacGyver*
40		12.7/22	C	*Dallas*
40		12.7/22	A	*Perfect Strangers*
42	▲	12.5/20	N	*NBC Sunday Movie*
43	▲	12.3/19	C	*48 Hours*
44		12.2/19	C	*Garfield's Halloween, special*
44	▼	12.2/22	A	*thirtysomething*
46	▲	12.0/21	C	*Newhart*
47	▼	11.9/18	C	*Famous Teddy Z*
47		11.9/21	A	*Just the Ten of Us*
47	▼	11.9/17	N	*My Two Dads*
50	▼	11.8/17	F	*Married...With Children*
51	▼	11.7/21	N	*227*
52	■	11.6/18	N	*My Two Dads, Wednesday*
53	▼	11.3/18	C	*Rescue: 911*
54	▼	11.1/20	N	*Baywatch*
55	▲	10.8/19	C	*Paradise*
56	▲	10.5/16	F	*America's Most Wanted*
57	▼	10.3/18	C	*Wiseguy*
57	▼	10.3/16	A	*Young Riders*
59		10.2/19	C	*Falcon Crest*
60	▲	10.1/19	N	*Mancuso, FBI*
61		9.9/15	C	*Famous Teddy Z, special*
61	▲	9.9/17	N	*Hardball*
61		9.9/16	A	*Life Goes On*
64	▼	9.7/15	N	*Magical World of Disney*
64	▲	9.7/15	C	*Top of the Hill*
64	▼	9.7/14	F	*Totally Hidden Video*
67	▲	9.4/14	A	*Free Spirit*
67	▼	9.4/16	N	*Quantum Leap*
69	■	9.3/16	A	*ABC Mystery Movie*
70	▼	9.2/14	N	*Sister Kate*
71	▼	8.6/13	A	*Mission: Impossible*
72	▼	8.3/15	C	*Island Son*
73		8.0/13	C	*Hagar the Horrible, special*
73	▼	8.0/14	A	*PrimeTime Live*
75	▼	7.8/14	C	*Sat. Night with Connie Chung*
76		7.7/12	C	*Blondie and Dagwood, special*
76	▼	7.7/13	C	*Tour of Duty*
78		7.5/11	A	*Homeroom*
79		7.4/13	A	*Living Dolls*
80	▼	7.1/13	F	*Cops*
81		6.9/12	C	*Peaceable Kingdom, breakout*
82		6.7/12	A	*Mr. Belvedere*
83	▼	6.4/10	F	*Booker*
83	▼	6.4/9	F	*Open House*
85	▼	6.0/9	F	*21 Jump Street*
86	▼	5.7/8	F	*Alien Nation*
87	▼	5.5/9	C	*Wolf*
88	▼	5.1/8	F	*Reporters*
89	▼	4.0/6	F	*Tracey Ullman Show*
90	▼	3.0/5	F	*Beyond Tomorrow*
91	▼	2.8/5	F	*Garry Shandling's Show*

Source: Nielsen Media Research

Guide to symbols

▼ Down from last week

▲ Up from last week

■ Premiere broadcast

FREEZE FRAMES: Syndication Scorecard *

Week ended Oct. 29

Rank	Program (Syndicator)	Rtg	Stns	Covg
1	Wheel of Fortune (King World)	13.6	226	97
2	Jeopardy! (King World)	11.9	215	97
3	Star Trek: Next Generation (Paramount)	9.6	231	97
4	Cosby Show (Viacom)	9.5	204	98
5	Oprah Winfrey Show (King World)	9.3	212	99
6	Current Affair (20th Century Fox TV)	8.5	184	95
7	Entertainment Tonight (TPE)	8.2	164	95
8	Wheel of Fortune, wknd (King World)	7.4	193	91
9	Donahue (Multimedia)	6.1	221	98
10	Future Legends of Football (Bert Rollins Prods.)	5.8	128	90
11	Geraldo (Paramount)	5.6	195	98
12	Fox Premiere Movies (20th Century Fox TV)	5.5	133	88
13	Family Feud (LBS Communications)	5.4	125	85
13	Star Search (TPE)	5.4	155	94
15	Mama's Family (Warner Bros. Domestic TV)	5.1	165	89

The following shows were rated, but not ranked

	Rtg	Stns	Covg
Wrestling Network (Turner Program Services)	6.5	165	91
World Wrestling Federation (WWF)	8.4	242	96

* Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research.

Summary of Broadcasting & Cable

BROADCASTING			
SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,965	255	5,220
Commercial FM	4,234	774	5,008
Educational FM	1,401	255	1,656
■ Total Radio	10,600	1,284	11,884
Commercial VHF TV	547	21	568
Commercial UHF TV	535	205	740
Educational VHF TV	122	6	128
Educational UHF TV	220	25	245
■ Total TV	1,424	257	1,681
VHF LPTV	300	205	505
UHF LPTV	324	1,508	1,832
■ Total LPTV	624	1,713	2,337
FM translators	1,770	320	2,090
VHF translators	2,717	115	2,832
UHF translators	2,167	439	2,606

CABLE†	
Total subscribers	50,897,000
Homes passed	73,900,000
Total systems	9,500
Household penetration†	56.4%
Pay cable penetration	29.4%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

"By the Numbers" continued from page 10

39 through 45 of the 1988-89 season. For the show's six exposures, it averaged a 10.6/20, from a premiere high of 12.1/23 to a mid-flight low of 9.4/17, and back up to a Week 45 closeout of 11.0/21.

Week Seven went to NBC when the network posted a 15.2/24.8. ABC came in second with a 13.7/22.4, followed by CBS's 11.9/19.4. Together, the big three posted a 40.8/66.6 and delivered 37.6 million households. That figure is up slightly from last year's 40.0/65.2. This season's larger TV household universe means an additional 1.4 million households were delivered over last year's 36.2 million.

In the book of days for Week Eight, NBC has taken Wednesday away from ABC for the third time this season, winning the night with a 14.0/23 over ABC's 13.3/22. As reported last week, the book of days for Week Seven marked NBC's first Tuesday night win this season, accomplished with a 17.1/28.7 over ABC's 16.4/27.1.

The other nightly wins for Week Seven were: ABC won Monday, Wednesday and Friday; NBC took Thursday and Saturday, leaving CBS with Sunday.

MarketScope

It was another down week for the S&P Industrials and for the Stock Index as well. For the week ended Wednesday, Nov. 8, the S&P was down 4.28 from the previous week's close of 389.42. For the 127 stocks currently tracked on the Stock Index, there were 45 advances, 62 declines and 20 unchanged. The Cable group had another bad week, with only one stock advancing, TCA Cable TV, two remaining unchanged and the other 16 stocks posting a decline. The Programing group posted 14 advances, seven declines and six unchanged. The largest gain posted was for CapCities, up 8¾, to 547. Multimedia lost the most, 4 points, to close at 91. In the Service group, Grey Advertising gained 5 to close at 166.

Stock Index Notes: T-Toronto, A-American, N-NYSE, O-NASDAQ. Bid prices and common A stock used unless otherwise noted. P/E ratios are based on earnings per share for the previous 12 months as published by Standard & Poor's or as obtained by Broadcasting's own research.

STOCK INDEX 1

	Closing Wed Nov 8	Closing Wed Nov 1	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
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BROADCASTING WITH OTHER MAJOR INTERESTS						
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BY THE NUMBERS 3

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CABLE

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ing SBCA convention. Bally's Grand hotel, Las Vegas. Information: Harvey Bolgia, (212) 807-1400.

Jan. 22-24—*Satellite Broadcasting and Communications Association* satellite television industry trade show. Bally's, Las Vegas. Information: (800) 654-9276.

Jan. 23-25—*Georgia Association of Broadcasters* Georgia Radio-TV Institute. University of Georgia, Athens. Information: (404) 993-2200.

Jan. 26-27—*Society of Motion Picture and Television Engineers* 24th annual television conference. Contemporary hotel, Orlando, Fla. Information: (914) 761-1100.

■ **Jan. 26-27**—*Minnesota Association of Cable Television Administrators* seventh annual conference, "Entering a New Decade of Cable Challenges." Scanticon Conference Center and Hotel, Plymouth, Minn. Information: Linda Magee, (612) 788-9221.

Jan. 27-31—*National Religious Broadcasters* 47th annual convention. Sheraton Washington and Omni Shoreham hotels, Washington.

Jan. 30-Feb.1—*South Carolina Broadcasters Association* 42nd annual convention. Embassy Suites hotel, Columbia, S.C.

February, 1990

Feb. 1—HDTV conference, examining political and technological questions surrounding introduction of HDTV to U.S. market, sponsored by *International Communications Industries Association*. Information: (703) 273-7200.

■ **Feb. 1**—Deadline for entries for *Action for Children's Television*'s 1989-90 Achievement in Children's Television Awards. Information: Sue Edelman, (617) 876-6620.

Feb. 6-7—*Arizona Cable Television Association* annual meeting. Hyatt Regency, Phoenix.

Feb. 8-10—*Louisiana Association of Broadcasters* annual convention. Lafayette Hilton, Lafayette, La. Information: (504) 383-7486.

Feb. 9—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York. Information: (212) 867-6650.

Feb. 11-16—12th International Film, Television and Video Market. Loews hotel, Monte Carlo, Monaco.

Feb. 13—*Federal Communications Bar Association* luncheon. Speaker: FCC Commissioner Sherrie Marshall. Washington Marriott, Washington.

Feb. 13-14—Television Advertising Workshop, sponsored by *Association of National Advertisers*. New York Hilton, New York. Information: (202) 785-1525.

Feb. 13-14—*Broadcast Credit Association* 23rd credit and collection seminar. Westin Lenox hotel, Atlanta. Information: Mark Maltz, (312) 827-9330.

Feb. 21-23—Texas Cable Show, sponsored by *Texas Cable TV Association*. San Antonio Convention Center, San Antonio. Information: (512) 474-2082.

Feb. 28-March 2—*Cable Television Public Affairs Association* Forum '90, "annual skills and strategies seminar that provides cable system operators and cable network programers the opportunity to sharpen their public relations skills." Portman hotel, San Francisco. Information: (703) 276-0881.

Open Mike

Clean-up campaigner

EDITOR: I applaud Mr. Peter M. Bardach and his comments in his "Open Mike" letter of Oct. 23. Radio broadcasters better clean up their act. They always claim First Amendment rights, but they fail to realize that with every right comes responsibility. Take no responsibility and you lose that right. Just look what is happening. The FCC is cracking down because of irresponsibility. Take no responsibility and you lose that right. Just look at what is happening. The FCC is cracking down because irresponsible broadcasters are running amuck and those same irresponsible broadcasters do not know anything about history either. I join Mr. Bardach in imploring all broadcasters to tend to their housekeeping.—*Peter Maynard, Milford, Pa.*

Early bird

EDITOR: Not to take anything away from the efforts of KNSD(TV) San Diego in landing their interview with the Vice President ("Fates and Fortunes," Oct. 23), but I must point out this was not the first interview granted to a local television station.

On Feb. 25, 1989, the Vice President was interviewed by KSTP-TV anchor Randall Carlisle on board Air Force Two while en route to a speaking engagement in Minneapolis.

The interview covered topics of interest to the Midwest as well as Mr. Quayle's impressions after his first few weeks in office.—*Rick Willis, executive producer for news, KSTP-TV Minneapolis.*

Thank you note

EDITOR: I was about halfway between San Francisco and Santa Cruz when the Loma Prieta earthquake hit. For an hour after tremors ended, I stood in a parking lot with co-workers listening to reports on a car radio. We switched among the stations, gradually forming a picture of what had happened in the Bay Area as callers described their experiences and news reports began to filter in. The radio kept me company during my hour drive home in bumper-to-bumper traffic, and it kept me informed for three-and-a-half hours as I waited for the electricity in my apartment to be restored.

When the electricity came on, I turned on the television and saw my first pictures of the devastation. The anchors and reporters juggled updates and interviews, keeping the pace moving when technical difficulties cut live footage short, looking tired but sounding coherent, continuing to inform viewers who were able to receive their reports.

As a former reporter, I can appreciate how hard the radio and television newscasters worked in the aftermath of the earthquake. As a Bay Area resident, I appreciated the coverage even more.—*Jeannie Omohundro, Sunnyvale, Calif.*

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Founded 1931. *Broadcasting-Telecasting** introduced in 1946. *Television** acquired in 1961. *Cablecasting** introduced in 1972 □ * Reg U.S. Patent Office. □

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see ourselves trying to raid different companies to generate transactions."

At Manufacturers Hanover, a unit of the bank's holding company, for example, is an equity investor in a venture with Apollo Radio Ltd., a radio operator. That setup "is certainly an indication of where we'd like to see things moving in the future," Jomo said.

Expansion beyond senior lending is taking place at smaller banks, too. Earlier this year, Society National Bank and broker RC Crisler & Co. formed a joint venture that provides financial advisory services as well as private placement of debt, equity and mezzanine financing, said Charles P. Coon, Society's vice president and manager of the communications division.

One of the barriers left to break for banks operating in the U.S. is the limitation on underwriting public securities defined by the Glass-Steagall Act. Although specific authorization has been obtained by some banks to derive a small portion of their total revenue from debt underwriting in a company separate from the bank itself, banks hope for, and expect, still more liberalization of the Glass-Steagall Act constraints. "I see it happening.... I don't think it's going to take a terribly long time," McDonald said. "We think we're well positioned to take advantage of any new change in the rules."

"Do I think the limitations placed against banks are somewhat outdated?" asked Lang. "I do. Particularly as those of us in banks...are using their own money for investment, not simply acting in an agency role." **–GF, GM**

A Sampler of Fifth Estate Lenders

Bank	*TV/Radio*	*Cable*	*Entertainment*	*Total*
Bank of Boston	$606 million	$1.04 billion	$956 million	$2,602,000,000
Bank of California	$99.3 million	$385 million	—	$484,300,000†
Bank of New England	$745 million	$730 million	—	$1,475,000,000
Bank of New York	$662 million	$1.624 billion	$696 million	$2,982,000,000
Bank of Nova Scotia	$162.3 million	$1.1287 billion	$471.2 million	$1,762,200,000
Chase Manhattan Bank	$300 million	$1.15 billion	$265 million	$1,715,000,000
Chemical Bank	$660 million	$910 million	—	$1,570,000,000*†
Citibank	$1.6 billion	—	—	$1,6,000,000**†
1st National of Chicago	$1.2 billion	$1.775 billion	$310 million	$3,285,000,000
Manufacturers Hanover	$445 million	$900 million	$600 million	$1,945,000,000
Mellon Bank	$450 million	$1.320 billion	—	$1,770,000,000*
NCNB, N.C.	$110 million	$930 million	$195 million	$1,235,000,000
NCNB, Texas	$245 million	$1.159 billion	—	$1,404,000,000*
National Westminster	$296 million	$889 million	—	$1,185,000,000
Philadelphia National Bank	$150 million	$1.2 billion	$200 million	$1,550,000,000
Security Pacific	$400 million	$250 million	$800 million	$1,450,000,000

Notes: Numbers are derived from funded and/or unfunded commitments. * Estimate. ** Includes cable.

† Indicates company that may do entertainment lending but did not provide BROADCASTING with figures.

Names and numbers. Figures above show loan amounts currently outstanding from funded and/or unfunded commitments. Unfunded means the money is set aside for a specific company. The "TV/Radio" category was not broken down because many banks lend to group owners who own both. "Entertainment" includes movie and TV studios and production companies but not movie theater owners. Loan commitments are to U.S. companies only.

The following banks also provide broadcast and cable lending: American Security, AmeriTrust Co., AmSouth Bank, Bank of America, Bank of Hawaii, Bank of Montreal, Bank of Oklahoma, Bank One Cleveland, Bank One Dayton, Bank One Indianapolis, Bankers Trust Co., Banque Paribas, BayBank of Boston, Casco Northern Bank, Central Bank of Denver, Central Trust Co., Citizens Bank, Citizens Fidelity, Colorado National Bank, Connecticut National, Continental Ill., Crestar Bank, Deposit Guaranty, Equitable Bank, Fidelity Bank, Fifth Third Bank, First American National, First Interstate, First American National, First City, Houston, First Florida Bank, First National, Md., First Pennsylvania, First Union National, First Wisconsin, Fleet National Bank, Frost National Bank, Hibernia National Bank, Irving Trust Co., Kansas City Commerce, Marine Midland Bank, Merchants National, Michigan National Bank, Morgan Guaranty Trust, National Bank of Detroit, National City Bank, Norwest Bank, Minn., Old Stone Bank, Pittsburgh National, Provident National Bank, Signet Bank, Society National Bank, South Carolina National, Sovran Bank, Sovran Bank of Maryland, State Street Bank, Sun Bank of Miami, Sun Bank of Orlando, SunTrust Banks Inc., Toronto-Dominion, Trust Mark National, United Bank of Denver, United Carolina, United Missouri, U.S. Bank of Oregon, Wells Fargo Bank, Westpac Banking.

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The Fifth Estate

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Broadcasting Nov 20

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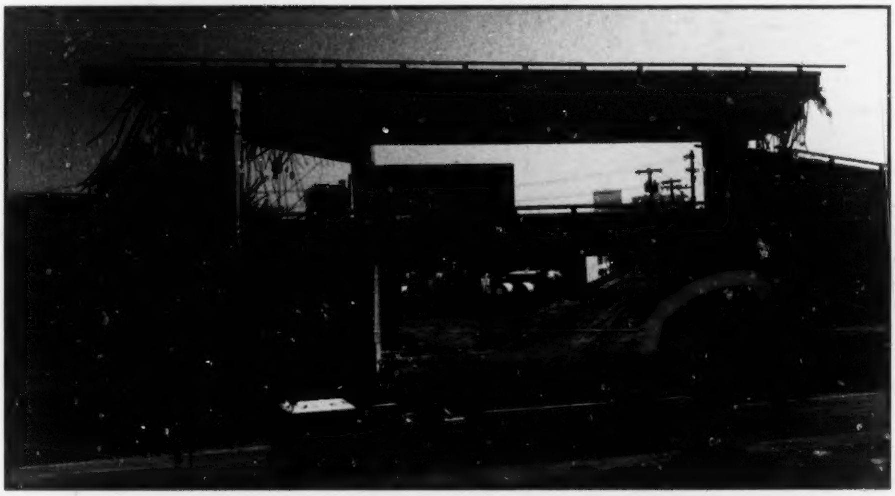

Gene Anthony Photographer Black Star

When the earthquake hit Northern California, the whole world was moved. Thanks, in part, to the diligent news coverage provided by Conus Communications and our members, especially KTXL (Sacramento/Stockton) and KHJ (Los Angeles).

In the six days following the earthquake, the Conus Satellite News Cooperative exchanged more than 500 live, custom reports from the Bay area.

Even with all that coverage we weren't able to meet every demand. But the five Conus SNG trucks on the scene did transmit more custom-tailored earthquake insight to local stations than any other news organization.

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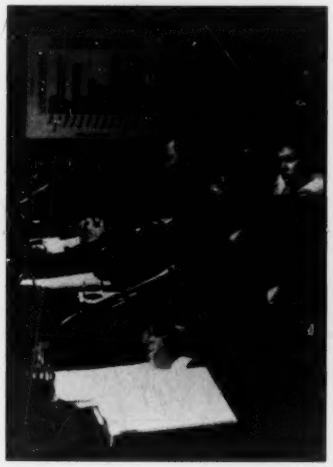
Shadow over cable...



Senate Commerce Committee hearings on 1984 Cable Act give preview of cable reregulation expected next year. Among those testifying (l-r): Jim Robbins, Cox Cable; John Malone, TCI, and Jim Mooney, NCTA. **PAGE 27.**

Radio review... Day-long FCC en banc hearing on technical improvement of AM band explores, among other things, approaches for making AM more competitive with FM. **PAGE 31.**

29/ *REINING IN CABLE*

Senator John Danforth (R-Mo.) introduces cable reregulation bill that NCTA says offers "series of extreme solutions to problems that are either modest or nonexistent." NAB, INTV support lawmaker's initiative.

34/ *TAKING LEAVE*

INTV President Preston Padden says he will join Fox Television as soon as his successor is chosen.

35/ *ROAD TO NATPE*

Rep firm executives expect increased business at 1990 NATPE International convention in New Orleans. Among high-profile speakers and panelists there: NBC President and CEO Robert Wright; actress Candice Bergen (*Murphy Brown*), and FCC Chairman Al Sikes.

36/ *FOX SOAP*

Fox station group will launch new half-hour soap opera strip aimed at teenagers in January.

36/ *'COSBY' PASS*

Sixteen of top-20 market stations, including WWOR-TV New York, decline Viacom Enterprises' offering for second-cycle renewal of *The Cosby Show*.

40/ *TV SPORTS*

Football and baseball commissioners tell Senate that alleged "siphoning" of sports program from over-air TV to cable is not grand issue some have made it; broadcasters ask Congress to limit increasing cable TV sports share.

47/ *TVB '89*

Members of Television Bureau of Advertising are told to accentuate value of TV advertising during organization's 35th annual conference in Los Angeles.

56/ *UP TO SNUFF*

Testimony at Hill hearing focuses attention on America's weaknesses in global media market.

52/ *CABLE-RADIO BREAKFAST CLUB*

New VH-1 cable program includes celebrity guests, music videos and live hook-ups with radio's "morning zoo" programs.

54/ *ONE FOR METROPLEX*

FCC Review Board upholds ruling granting Metroplex Communications license renewal, dismissing competing application.

58/ *PUBLIC TV AGREEMENT*

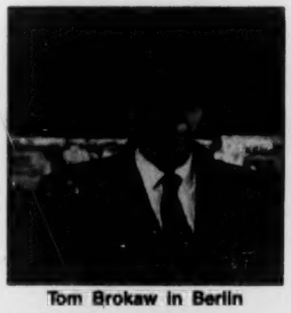
Public TV groups and Corporation for Public Broadcasting agree on national program funding plan.

59/ *ATTENTION K MART SHOPPERS*

CBS says its first-year prime time promotional tie-in with K mart results in higher ratings.

51/ *WALL-TO-WALL COVERAGE*

In wake of NBC News's slow start in providing coverage of northern California earthquake, network gets kudos for its performance in reporting news of East Germany's opening of Berlin Wall.



Tom Brokaw in Berlin

62/ *PRESS SURVEY*

Times Mirror's survey of public's attitude toward news organizations shows network TV news maintaining favorable rating with respondents, but losing ground as impartial observer of political and social scene.

64/ *ZENITH FOCUS*

Zenith Electronics Corp. introduces high-definition TV production system.

87/ *LEADING EDGE*

Henry Schleiff leads Viacom's entertainment and broadcast operations with hard work and sense of humor.

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BY THE NUMBERS 1

CBS's *Peaceable Kingdom*, starring Lindsay Wagner (pictured), which faced apparently too stiff competition from ABC's *Growing Pains* and *Head of the Class* and NBC's *Unsolved Mysteries* on Wednesdays at 8, was pulled from the schedule last week (see story, "Top of the Week"). During the current season, CBS's best numbers for the timeslot came from a news special during Week Five on the San Francisco earthquake, gathering an 11.9/19 at 8 and an 11.4/18 at 8:30. Still, NBC's *Mysteries* won the hour with a 17.4/28 and 19.4/30 for each of the program's half hours. Prior to Week Five, ABC won seven out of the eight 30-minute blocks with its *Growing Pains-Head of the Class* combination, but NBC has taken the remainder of the half-hours, from Week Five through last Wednesday's win during Week Nine.

Kingdom, which pulled in a low 6.7/11 for Week Eight, averaged a 7.0/11 over the one hour in Week Nine, down 1.9/4 from the show's season-to-

"By the Numbers" continues on page 14

RATINGS ROUNDUP

Week 8 □ Nov. 6–Nov. 12

Rank/rating			Network	Show
1		26.5/42	N	*Cosby Show*
2	▲	24.3/38	N	*Cheers*
3	▼	24.1/37	N	*Different World*
4		23.3/36	A	*Roseanne*
5		20.8/36	N	*Golden Girls*
6	▲	20.1/34	N	*L.A. Law*
7	▼	19.9/31	N	*Dear John*
7	▲	19.9/35	N	*Empty Nest*
9	▼	19.4/31	C	*60 Minutes*
10	▲	18.9/30	N	*Unsolved Mysteries*
10	▲	18.9/28	A	*Wonder Years*
12	▲	18.1/28	A	*ABC Sunday Movie*
12	▼	18.1/30	A	*Monday Night Football*
12	▲	18.1/28	A	*Who's the Boss?*
15	▼	17.8/28	C	*Murder, She Wrote*
16		17.2/28	C	*CBS Monday Movie*
17	▲	17.0/26	N	*Matlock*
18	▼	16.0/24	N	*In the Heat of the Night*
19	▼	15.9/26	A	*Growing Pains*
20	▲	15.4/24	N	*NBC Sunday Movie*
21	▲	15.2/24	A	*Chicken Soup*
21	▲	15.2/26	N	*Hunter*
23	▼	15.0/24	A	*Head of the Class*
24		14.8/26	A	*Full House*
25	▲	14.7/23	A	*Doogie Howser, M.D.*
25	▼	14.7/23	N	*NBC Monday Movie*
27	▲	14.6/22	N	*ALF*
28	▲	14.4/26	N	*Amen*
28	▼	14.4/25	N	*Midnight Caller*
30		14.2/22	C	*Jake and the Fatman*
31	▲	14.1/22	N	*Magical World of Disney*
32		14.0/21	N	*Hogan Family*
33	▼	13.9/21	N	*Night Court*
34	▼	13.8/23	C	*Knots Landing*
35	▲	13.7/20	C	*Murphy Brown*
36		13.6/21	C	*Major Dad*
37	▼	13.2/25	A	*20/20*
38	▼	12.9/20	C	*CBS Sunday Movie*
38	▼	12.9/23	A	*Family Matters*
40		12.7/22	C	*Dallas*
40		12.7/22	A	*Perfect Strangers*
42	▼	12.5/20	A	*MacGyver*
43	▼	12.0/19	A	*Anything But Love*
44		11.8/21	A	*thirtysomething*
44	▲	11.8/22	N	*227*
46	▲	11.7/20	A	*Just the Ten of Us*
46	▲	11.7/18	C	*Rescue: 911*
48	▲	11.5/18	N	*My Two Dads, Wed.*
49	▲	11.3/18	F	*Married...With Children*
50		11.1/20	A	*China Beach*
51	▲	11.0/19	N	*Baywatch*
52	▼	10.7/17	C	*48 Hours*
53	▲	10.6/19	C	*Paradise*
54	▲	10.4/20	C	*Falcon Crest*
54	▲	10.4/19	C	*Wiseguy*
56	▲	10.3/19	N	*Quantum Leap*
57	▼	9.9/15	F	*America's Most Wanted*
57	▲	9.9/17	N	*Hardball*
59	▲	9.8/18	N	*Mancuso, FBI*
60	▼	9.5/15	A	*Young Riders*
61	▲	9.4/15	C	*Top of the Hill*
62	▲	9.0/17	A	*ABC Mystery Movie*
63	▲	8.8/13	F	*Totally Hidden Video*
64	▲	8.3/13	A	*Mission: Impossible*
65	▼	8.1/12	A	*Life Goes On*
65		8.1/14	C	*Snoops*
67	▲	7.9/14	C	*Island Son*
67	▲	7.9/14	C	*Tour of Duty*
69	▲	7.8/13	A	*Mr. Belvedere*
70	▲	7.0/10	F	*Open House*
71	▲	6.8/11	A	*PrimeTime Live*
72	▲	6.7/11	C	*Peaceable Kingdom*
73	▲	6.6/11	F	*Booker*
74	▲	6.5/12	F	*Cops*
74	▲	6.5/13	C	*Sat. Night With Connie Chung*
76		6.3/10	A	*ABC News Special*
77	▲	6.0/9	F	*21 Jump Street*
78	▲	5.7/10	A	*Living Dolls*
78	▲	5.7/9	C	*Wolf*
80	▲	5.3/8	F	*Alien Nation*
81	▲	5.0/9	F	*Reporters*
82	▲	4.3/7	F	*Tracey Ullman Show*
83	▲	3.1/5	F	*Garry Shandling's Show*
84	▲	2.9/5	F	*Beyond Tomorrow*

Guide to symbols

▼ Down from last week ▲ Up from last week Premiere broadcast

Source: Nielsen Media Research

FREEZE FRAMES: Syndication Scorecard *

Week ended Nov. 6

Rank	Program (Syndicator)	Rtg	Stns	Covg
1	Wheel of Fortune (King World)	15.1	229	99
2	Jeopardy! (King World)	13.3	218	99
3	Universal Pictures Debut Net. (MCA TV)	10.8	122	93
4	Oprah Winfrey Show (King World)	10.6	213	99
5	Cosby Show (Viacom)	10.3	204	98
6	Star Trek: Next Generation (Paramount)	9.9	233	97
7	Current Affair (20th Century Fox TV)	8.5	184	96
7	Wheel of Fortune, wknd. (King World)	8.5	204	93
9	Entertainment Tonight (TPE)	8.4	165	95
10	Donahue (Multimedia)	7.4	223	99
11	TV Net Movie: Quartermaine-Lost City (TPE)	7.0	172	94
12	Star Search (TPE)	5.9	154	95
13	Geraldo (Paramount)	5.8	198	99
14	Family Feud (LBS Communications)	5.7	127	86
15	Mama's Family (Warner Bros. Domestic TV)	5.5	170	90
15	Superboy (Viacom)	5.5	182	92

The following shows were rated, but not ranked

Program (Syndicator)	Rtg	Stns	Covg
Wrestling Network (Turner Program Services)	6.3	165	92
World Wrestling Federation (WWF)	8.6	250	97

* Nielsen weekly pocketpiece

Source: Nielsen and *Broadcasting's* own research.

Summary of Broadcasting & Cable

BROADCASTING

SERVICE	ON AIR	CPs[1]	TOTAL*
Commercial AM	[illegible]	[illegible]	[illegible]
Commercial FM	[illegible]	779	[illegible]
Educational FM	1,414	[illegible]	1,675
Total Radio	[illegible]	[illegible]	[illegible]
Commercial VHF TV	[illegible]	21	[illegible]
Commercial UHF TV	[illegible]	[illegible]	[illegible]
Educational VHF TV	[illegible]	[illegible]	[illegible]
Educational UHF TV	[illegible]	[illegible]	[illegible]
Total TV	[illegible]	[illegible]	[illegible]
VHF LPTV	[illegible]	[illegible]	[illegible]
UHF LPTV	[illegible]	[illegible]	[illegible]
Total LPTV	[illegible]	[illegible]	[illegible]
FM translators	[illegible]	[illegible]	[illegible]
VHF translators	[illegible]	[illegible]	[illegible]
UHF translators	[illegible]	[illegible]	[illegible]

CABLE†

Total subscribers	[illegible]
Homes passed	[illegible]
Total systems	[illegible]
Household penetration†	[illegible]
Pay cable penetration	[illegible]

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

"By the Numbers" continues from page 12

date average of 8.9/15. The program's best numbers had been posted in Week Three, a 10.6/17.

As *Mysteries* has gained ground during this season, NBC has managed to pull away with another Wednesday night win, taking the night in Week Nine with a 13.8/23 over ABC's 13.2/22. NBC won the night in Week Eight with a 14.0/23.

For the week overall, NBC took Week Eight with a 15.4/25.3, over ABC's 12.7/20.8 and CBS's 11.7/19.3. Together, the big three delivered 36.7 million households, down 0.9 million households from Week Seven.

In the evening news race, ABC's *World News Tonight* ranked first with an 11.1/20 over CBS's 10.3/19 and NBC's 10.0/19.

In the book of days for Week Eight, ABC won Monday, Tuesday and Friday. NBC took Wednesday, Thursday and Saturday. CBS won Sunday with a 15.9/24.6.

For the other nights of Week Nine, ABC almost lost Monday night (17.0/26) to NBC's 16.9/26. CBS posted a 12.2/19 for the night, and the network's *Teddy Z* garnered a 10.3/15 at 8:30. On Tuesday, ABC won with a 23.1/36, its highest Tuesday night average this season.

MarketScope

The Standard & Poor's Industrials moved up 3.02 points last week, to close at 388.16 on Wednesday, Nov. 15. The 126 stocks tracked on the Stock Index posted 68 advances, 45 declines and 13 unchanged. For the prior seven-day period, there were only 45 advances, 62 declines and 20 unchanged and the S&P had dropped 4.28 points. In the most recent period, the Broadcasting with Other Major Interests group (BWOMI) posted 19 gainers and only nine declines. No BWOMI stocks were unchanged. The Cable group had another off week, with eight advances, 10 declines and one stock unchanged. Programing stocks finished the week with 16 advances, nine declines and one unchanged. Nelson Holdings had a reverse split, offering one share for 10 outstanding on Nov. 15, and closed out the week at 13⅞.

Stock Index Notes: T-Toronto. A-American. N-NYSE. O-NASDAQ. Bid prices and common A stock used unless otherwise noted. P/E ratios are based on earnings per share for the previous 12 months as published by Standard & Poor's or as obtained by Broadcasting's own research.

STOCK INDEX 1

STOCK INDEX 2

PROGRAMMING

CABLE

EQUIPMENT & MANUFACTURING

SERVICE

[illegible]

pendable, powerful, long-range emergency radio service to convey news and crisis information, and to avert panic. Tens of thousands of us depended on traditional 50,000-watt AM stations that night and it should be a lesson for the country.

Charleston television service totally vanished before the winds reached their worst. It mattered little enough, however, whether TV was on the air, because most TV receivers are useless without wall-plug electricity. For days after the storm, next to nobody here had this.

On the other hand, battery *radios* are common. During Hugo's approach as power lines were ripped out, one after the other Charleston radio station was swept off the air.

During the height of the storm and in the night hours afterwards, the sole news available for us, and for those outside the storm area desperate for information about loved ones here, were powerful 50,000-watt clear channel AM stations from out of town, like WSB(AM) Atlanta, and WBT(AM) Charlotte, N.C. After WBT went off the air when the storm slammed Charlotte, many people here listened to WSB until daylight.

These stations demonstrated dramatically how irreplaceable and valuable long-range AM clear channel radio service can be in an emergency, when disaster has caused local service temporarily to vanish.

Such storms should also be a lesson to provide such services, perhaps with even higher power, so that when local service is lost, a grid of AM stations with adequate power can provide emergency broadcast service from the outside. Without them, for many hours we would have had absolutely nothing.—*Paul Bailey Mason, Charleston, S.C.*

Bay Area bouquet

EDITOR: The people of the San Francisco Bay Area have been praised for the remarkable spirit shown in the face of the earthquake. May I add to the praise with another insight.

VideoProbeIndex conducts many significantly viewed surveys for stations and cable systems. As luck would have it we had two of these diary-based surveys in Bay Area homes just as the earthquake hit. We were preparing to write these surveys off as an Act of God, a small price to pay in the face of human suffering. We really were not prepared for the aforementioned remarkable spirit to save our day.

Not only did we receive a viable rate-of-return on our viewing diaries, but folks unable to keep a diary because of the disruption actually called and wrote to ask to keep another diary at a later date!

The filled-in diaries came back, but my heart remains in San Francisco.—*Robert Schultz, president, VideoProbeIndex, Inc.*

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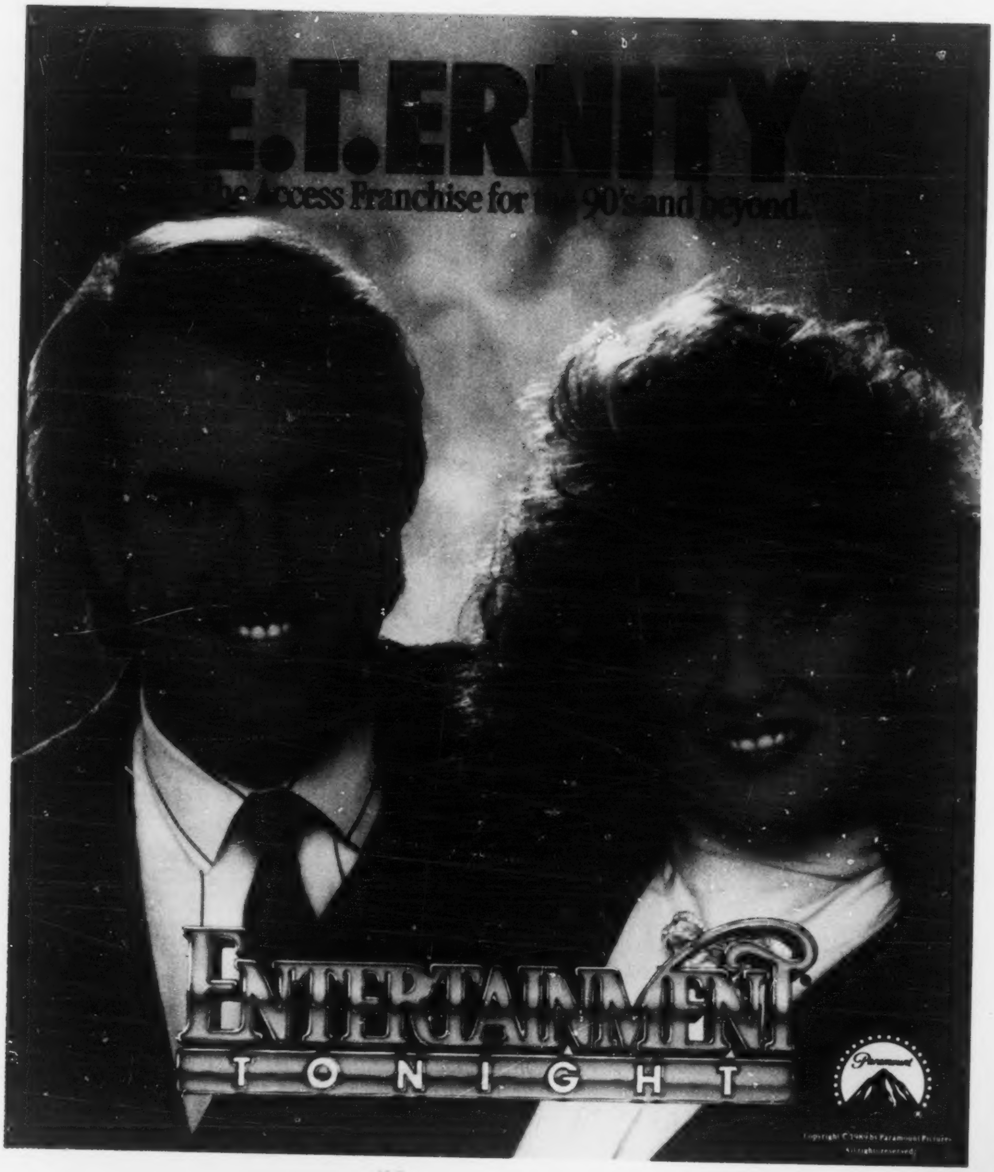
The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Nov 27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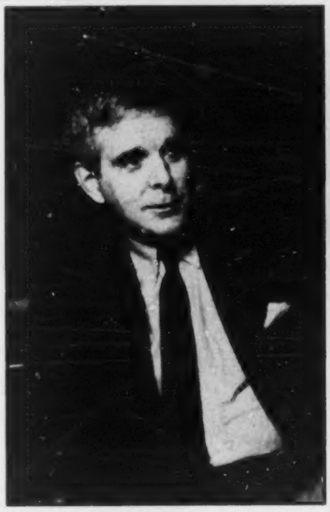

...White House announces President Bush's intention to nominate communications consultant and former journalist Ervin Duggan to fill Democratic vacancy on FCC. **PAGE 35.**

CBS scores... CBS pays $1 billion for seven-year rights to National Collegiate Athletic Association's basketball tournament in 1991-97. **PAGE 36.**

The power brokers... In this Special Report, BROADCASTING profiles House Telecommunications and Finance Subcommittee members, recording where they stand on issues and what their agendas are for next congressional session. **PAGE 43.**

37/ NETWORK PREEMPTIONS

Prime time preemptions in 1989 drop at ABC and CBS, but troublesome time periods remain—late night and daytime.

38/ SIGNING OFF

GTG's struggling *USA Today on TV* is canceled, effective Jan. 7, 1990.

39/ MOVING TO MALTA

Radio and television journalists prepare to cover first summit between President Bush and Soviet President Mikhail Gorbachev.

40/ COMPROMISING POSITION

Cable industry takes conciliatory posture to insure its input in any reregulation proposed by Senate.

60/ BOTH SIDES NOW

Cable TV and telco representatives face off at American Bar Association forum.

64/ BEYOND TOMORROW

Increasingly, stations rely more on their own resources to come up with innovative programing.

64/ HE'S BACK

Martin Short with animated alter ego, Ed Grimley

Live action/animated show, *The Completely Mental Misadventures of Ed Grimley*, canceled by NBC after 13 episodes, is slated to appear on MTV.

68/ PBS'S NEW SEASON

Smithsonian World's "Moveable Feast"

Public Broadcasting Service unveils new winter and spring schedule, including new specials and documentary, news and public affairs shows.

69/ FINANCIAL PICTURE

New media funds increase in number despite predicted demise of "financial buyer."

73/ THE REAL THING

NBC News says it will discontinue use of recreations in news programing and abandon show on which they were used—*Yesterday, Today and Tomorrow.* Show's concept, however, will be picked up by NBC Entertainment.

74/ AM IMPROVEMENT

In aftermath of FCC's en banc hearing on AM band and what is needed to cure its interference problems, FCC does not yet have timetable for policy action.

75/ ON THE MONEY

Third quarter radio revenue results are in, with telling numbers for ABC, CBS, Westwood One and Clear Channel, among others.

95/ THE FAMOUS HUGH W

Hugh Wilson, creator of *WKRP in Cincinnati*, *Frank's Place* and this season's *The Famous Teddy Z*, finds satisfaction in creative process.

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BY THE NUMBERS 1

CBS's *Rescue: 911*, starring William Shatner, pictured, has survived the network's Tuesday night schedule changes. In its 8-9 p.m. slot, the show has outperformed most of CBS's offerings that were scheduled during that period last season, including *Tour of Duty*, which was aired from 8-9 p.m. in Weeks 16-30. The short-lived *TV 101* was perhaps the worst performer in the time slot last season. Out of four exposures, the show had its highest rating, a 7.2, with its premiere episode in Week 11.

(On ABC, that network's *Roseanne* aired at 8:30 p.m. from Week Five to Week 23, with *Who's the Boss?* as its lead-in program. ABC's *Wonder Years* took over the 8:30 p.m. slot beginning in Week 24. NBC ran the hour-long *Matlock* at 8 p.m. last season beginning in Week 11.)

Rescue: 911 posted its second best ratings number during Week Nine, with a 13.0/20 for the first 30 minutes and a 13.7/21 during the second half hour. During Week Three, *911* scored a 13.6/23 at 8 p.m.

"By the Numbers" continues on page 16

RATINGS ROUNDUP

Week 9 □ Nov. 13–Nov. 19

Rank		Rating	Network	Show
1		26.3/41	N	*Cosby Show*
2		25.2/39	A	*ABC Tuesday Movie*
3		24.1/37	N	*Different World*
4	▼	24.0/37	N	*Cheers*
5		22.1/38	N	*Golden Girls*
6	▲	21.5/35	C	*60 Minutes*
7		21.0/37	N	*Empty Nest*
8	▲	20.7/31	C	*Murder, She Wrote*
9	▼	20.6/32	N	*Dear John*
10		19.5/29	A	*Wonder Years*
11	▼	19.3/32	N	*L.A. Law*
12		18.3/29	A	*Who's the Boss?*
13	▲	17.9/28	N	*NBC Monday Movie*
13	▼	17.9/31	A	*Monday Night Football*
13	▼	17.9/29	N	*Unsolved Mysteries*
16	▲	17.0/25	N	*In the Heat of the Night*
17	▲	16.5/26	N	*NBC Sunday Movie*
18	▲	16.0/28	N	*Amen*
19	▲	15.8/30	N	*Hunter*
20	▼	15.6/24	N	*Matlock*
21	▲	15.5/24	A	*Head of the Class*
22	▼	15.2/25	A	*Growing Pains*
23	▲	15.0/26	A	*Full House*
24	▲	14.8/23	C	*CBS Sunday Movie*
24	▲	14.8/22	N	*Hogan Family*
24		14.8/26	N	*NBC Friday Movie*
27		14.7/23	N	*ALF*
28	▲	14.5/22	N	*Night Court*
29	▲	14.1/22	C	*Jake and the Fatman*
30	▼	13.8/21	A	*Doogie Howser, M.D.*
31	▲	13.6/23	C	*Knots Landing*
32	▲	13.5/20	C	*Murphy Brown*
33		13.4/20	C	*Designing Women*
34	▲	13.3/20	C	*Rescue: 911*
35	▲	13.0/22	A	*Family Matters*
36		12.9/20	C	*Major Dad*
37	▼	12.8/20	A	*ABC Sunday Movie*
37		12.8/20	C	*Newhart*
39	▲	12.7/20	N	*My Two Dads, Wed.*
40	▲	12.6/20	A	*MacGyver*
41	▼	12.5/21	C	*Dallas*
41	▲	12.5/18	F	*Married...With Children*
41	▼	12.5/22	A	*20/20*
41	▲	12.5/22	N	*227*
45	▲	12.1/22	C	*Wiseguy*
46	▲	12.0/22	A	*China Beach*
46	▼	12.0/20	A	*Perfect Strangers*
48	▲	11.9/18	F	*America's Most Wanted*
49		11.8/17	N	*My Two Dads*
50	▼	11.6/19	N	*Midnight Caller*
51	▲	11.0/20	C	*Paradise*
52	▼	10.9/17	A	*Anything But Love*
53	▼	10.8/18	A	*Just the Ten of Us*
54	▼	10.7/17	C	*48 Hours*
55		10.3/15	C	*Famous Teddy Z*
55	▼	10.3/16	N	*Magical World of Disney*
57	■	10.2/18	C	*Doctor, Doctor*
58	▲	10.1/16	A	*Young Riders*
59	▼	10.0/18	C	*Falcon Crest*
60	▼	9.8/18	N	*Quantum Leap*
61	▲	9.2/17	A	*ABC Mystery Movie*
62	▲	8.8/14	A	*Mission: Impossible*
62		8.8/13	N	*Sister Kate*
62	▼	8.8/14	C	*Top of the Hill*
65		8.5/15	C	*Snoops*
65	▲	8.5/15	C	*Tour of Duty*
67	▲	8.0/13	A	*PrimeTime Live*
68		7.9/12	A	*Free Spirit*
69	▼	7.5/12	A	*Life Goes On*
70	▼	7.3/13	A	*Mr. Belvedere*
70	▼	7.3/11	F	*Open House*
72	▲	7.1/11	F	*21 Jump Street*
73	▲	7.0/13	F	*Cops*
73	▼	7.0/11	C	*Peaceable Kingdom*
73	▲	7.0/13	C	*Sat. Night With Connie Chung*
76	▼	6.8/11	C	*Island Son*
77		6.7/11	F	*Fox Wednesday Movie*
78		6.6/10	A	*Homeroom*
78	▼	6.6/11	F	*Totally Hidden Video*
80	▼	6.5/11	A	*Living Dolls*
81	▼	6.2/9	F	*Alien Nation*
82	▼	6.0/9	C	*Wolf*
83	▼	4.7/7	F	*Tracey Ullman Show*
84	▼	3.6/6	F	*Reporters*
85	▼	3.4/6	F	*Garry Shandling's Show*
86	▼	2.9/5	F	*Beyond Tomorrow*

Guide to symbols
▼ —Down from last week
▲ —Up from last week
■ —Premiere broadcast

Source: Nielsen Media Research

FREEZE FRAMES: Current network standings as of Week 9, Nov. 13–Nov. 19

Network averages: Prime time	Network averages: Evening news	Demographic ratings	ABC	CBS	NBC	Season to date: 1989–90	Season to date: 1988–89
NBC: 16.0/25.9	ABC: 11.2/21	Viewers 2	8.3	7.0	10.3	NBC: 15.1/25	NBC: 16.5/27
ABC: 13.2/21.4	CBS: 10.7/20	Women 18-49	9.3	6.7	10.9	ABC: 13.2/23	ABC: 13.4/22
CBS: 11.7/19.1	NBC: 10.1/19	Men 18-49	7.6	4.7	8.1	CBS: 12.4/21	CBS: 12.0/20

Summary of Broadcasting & Cable

BROADCASTING			
SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	[illegible]	[illegible]	[illegible]
Commercial FM	[illegible]	779	[illegible]
Educational FM	[illegible]	261	1,675
Total Radio	[illegible]	[illegible]	[illegible]
Commercial VHF TV	[illegible]	21	[illegible]
Commercial UHF TV	[illegible]	[illegible]	[illegible]
Educational VHF TV	[illegible]	5	[illegible]
Educational UHF TV	[illegible]	23	[illegible]
Total TV	[illegible]	[illegible]	[illegible]
VHF LPTV	[illegible]	[illegible]	[illegible]
UHF LPTV	[illegible]	[illegible]	[illegible]
Total LPTV	[illegible]	1,713	[illegible]
FM translators	[illegible]	[illegible]	[illegible]
VHF translators	2,717	[illegible]	[illegible]
UHF translators	[illegible]	[illegible]	[illegible]

CABLE † [3]	
Total subscribers	[illegible]
Homes passed	[illegible]
Total systems	[illegible]
Household penetration†	[illegible]
Pay cable penetration	29.4%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

"By the Numbers" continues from page 14

and climbed to a 15.9/25, its best 30-minute rating to date, at 8:30 p.m. That was the week NBC aired a Toronto-Oakland playoff game, pulling in a 12.1/20 from 8:30 p.m. to 9 p.m.

NBC won Week Nine overall with a 16/25.9, ahead of ABC's 13.2/21.4 and CBS's 11.7/19.1. (See "Freeze Frames," page 14.) In the season-to-date race, NBC has held onto households, viewers aged 2-plus and women 18-49. ABC leads in the men 18-49 category with an 8.2 rating over NBC's 7.8. CBS has a 5.3 rating for the demographic.

In the book of days, NBC took Friday away from ABC for the first time this season with a three-hour broadcast of the theatrical film "Back to the Future," posting a 14.8/26 for the night. Last season, the network aired the movie as a Sunday presentation during Week Eight and picked up an 18/26.

For the other nights, ABC won Monday and Tuesday. NBC picked up Wednesday (for the fourth time this season), Thursday, Friday and Saturday. CBS kept Sunday night.

For Week 10, CBS's comedy lineup moved up to a 13.1/21 from its previous 12.2/19. The network still came in third for the night, behind NBC's 13.9/22 and ABC's 16.3/26. Fox pulled in a 6.2/9

MarketScope

The S&P Industrials dropped slightly, 0.51 points, to close last Tuesday (Nov. 21) at 387.65. The 126 stocks tracked on the Stock Index, meanwhile, did worse in their overall performance compared to a week ago. This week the 126 stocks registered only 34 advances, 70 declines and 22 unchanged. For the prior period, ended Nov. 15, the advance-decline ratio was 68-to-45 with 13 unchanged. This time around, the Broadcasting with Other Major Interests group had 19 stocks decline, six advance and three sit on the sidelines unchanged, compared to the group's previous 19 gains and nine declines. The Programing group was the only one to register more advances than declines this time, with 11 advances, 10 declines and five unchanged.

Stock Index Notes: T-Toronto, A-American, N-NYSE, O-NASDAQ. Bid prices and common A stock used unless otherwise noted. P/E ratios are based on earnings per share for the previous 12 months as published by Standard & Poor's or as obtained by Broadcasting's own research.

STOCK INDEX 1

[illegible]

STOCK INDEX 2

	Closing Wed Nov 21	Closing Wed Nov 15	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
N (NWS) News Corp. Ltd.	20 3/8	19 3/8	1	05.16	7	5,469
O (PARC) Park Commun.	21 1/4	21 3/4	- 1/2	-02.29	23	439
O (PLTZ) Pulitzer Publishing	29 1/4	29	1/4	00.86	14	306
N (REL) Reliance Group Hold.	5 1/2	6	- 1/2	-08.33	22	410
O (RTRSY) Reuters Ltd.	43 1/2	43 5/8	- 1/8	-00.28	22	19,790
O (STAUF) Stauffer Commun.	142	146	- 4	-02.73	47	142
N (TMC) Times Mirror	35 1/4	36 3/8	- 1 1/8	-03.09	13	4,513
O (TMCI) TM Communications	7/32	7/32		00.00	-1	1
N (TRB) Tribune	44 3/8	47 1/2	- 3 1/8	-06.57	14	3,215
A (TBS.A) Turner Bcstg. 'A'	53 1/2	50 1/2	3	05.94	-23	2,051
A (TBS.B) Turner Bcstg. 'B'	51 5/8	49 5/8	2	04.03	-22	1,363
A (WPOB) Washington Post	286 1/2	287 1/2	- 1	-00.34	20	3,002

PROGRAMING

	Closing Wed Nov 21	Closing Wed Nov 15	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
O (ALLT) All American TV	2 7/8	2 7/8		00.00		3
A (CLR) Color Systems	1 7/8	1 7/8		00.00	-1	10
O (DCPI) dick clark prod.	6 1/4	6 1/2	- 1/4	-03.84	16	51
N (DIS) Disney	128	127 7/8	1/8	00.09	23	17,222
O (FNNI) Financial News	6 3/8	6 1/2	- 1/8	-01.92	37	77
A (FE) Fries Entertain.	2 1/4	2 1/8	1/8	05.88	-2	11
A (HHH) Heritage Entertain.	1 5/8	1 7/8	- 1/4	-13.33	-1	2
A (HSN) Home Shopping Net.	5 1/2	5 3/8	1/8	02.32	68	482
N (KWP) King World	37 1/4	37 1/8	1/8	00.33	12	935
O (KREN) Kings Road Entertain.	5/16	5/16		00.00		1
N (MCA) MCA	66 3/8	67 5/8	- 1 1/4	-01.84	24	4,895
N (MGM) MGM/UA Commun.	20	20 1/2	- 1/2	-02.43	-10	1,008
A (NNH) Nelson Holdings	12 5/8	13 7/8	- 1 1/4	-09.00	-8	473
O (NNET) Nostalgia Network	2	1 3/4	1/4	14.28	-2	11
N (OPC) Orion Pictures	24 1/8	23 1/2	5/8	02.65	29	430
N (PCI) Paramount Commun.	54 5/8	55	- 3/8	-00.68	17	6,348
N (PCC) Pathe Communications	3	2 7/8	1/8	04.34		56
N (PLA) Playboy Ent.	16 3/4	16 5/8	1/8	00.60	-38	148
O (QNTXQ) Qintex Entertain.	44/16	1 1/8	- 7/16	-38.88		14
O (QVCN) QVC Network	13 3/4	13 1/4	1/2	03.77	85	139
O (RVCC) Reeves Commun.	5 1/4	5 1/8	1/8	02.43	-4	66
O (RPICA) Republic Pic. 'A'	10	10		00.00	111	42
N (SP) Spelling Entertainment	11 1/2	11 3/8	1/8	01.09	23	380
O (JUKE) Video Jukebox	5 1/8	5 3/4	- 5/8	-10.86	-17	47
N (WCI) Warner	62 1/4	63 7/8	- 1 5/8	-02.54	21	10,380
O (WONE) Westwood One	8 1/2	8 1/2		00.00	-13	137

SERVICE

	Closing Wed Nov 21	Closing Wed Nov 15	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
O (AGRP) Andersen Group	5 5/8	5 3/4	- 1/8	-02.22	-8	30
O (BSIM) Burnup & Sims	19 7/8	19 1/4	- 3/8	-01.94	20	227
N (CQ) Comsat	35 3/8	35 3/8		00.00	10	656
N (CDA) Control Data Corp.	17	17 1/2	- 1/2	-02.85	-1	715
N (DNB) Dun & Bradstreet	41 3/4	44 1/2	- 2 3/4	-06.17	14	7,818
N (FCB) Foote Cone & B.	27 3/8	28 3/4	- 1 1/8	-03.91	11	258
O (GREY) Grey Advertising	168	169	- 1	-00.59	15	196
O (IDBX) IDB Communications	8 1/4	8	1/4	04.76	312	31
N (IPG) Interpublic Group	34 3/8	35 1/8	- 1 3/4	-05.00	18	1,079
O (OMCM) Omnicom Group	24 1/8	24 1/2	- 3/8	-01.52	14	[illegible]
N (SAA) Saatchi & Saatchi	14	14 1/4	- 1/4	-01.75	10	2,1[illegible]
O (TLMT) Telemation	2 1/8	2	1/8	06.25	[illegible]	[illegible]
A (UNV) Unitel Video	13 7/8	13 7/8		00.00	[illegible]	[illegible]

CABLE

	Closing Wed Nov 21	Closing Wed Nov 15	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
A (ATN) Acton Corp.	13 3/4	13	- 1 1/4	-08.[illegible]	3	17
O (ATCMA) Amer. TV & Comm.	40 1/4	40 3/4	- 1/2	-01.[illegible]	71	[illegible]
O (CTEX) C-Tec Corp.	23 3/4	24	- 1/4	-01.[illegible]	[illegible]	[illegible]
A (CVC) Cablevision Sys. 'A'	41 5/8	43 3/8	- 1 3/4	-04.[illegible]	-7	[illegible]
A (CTY) Century Commun.	12 1/8	12 7/8	- 3/4	[illegible]	[illegible]	[illegible]
O (CMCSA) Comcast	16 5/8	16 1/4	1/2	[illegible]	[illegible]	1,[illegible]
A (FAL) Falcon Cable Systems	19	19 1/4	- 1/4	[illegible]	[illegible]	[illegible]
O (JOIN) Jones Intercable	16 5/8	16 7/8	- 1/4	[illegible]	[illegible]	[illegible]
T (MHP.X) Maclean Hunter 'X'	11 5/8	11 3/4	- 1/8	[illegible]	[illegible]	[illegible]
T (RCI.A) Rogers Commun. 'A'	125	117	8	[illegible]	[illegible]	[illegible]
T (RCI.B) Rogers Commun. 'B'	99 1/4	101 1/2	- 2 1/4	[illegible]	[illegible]	[illegible]
O (TCAT) TCA Cable TV	19 1/2	19 1/4	1/4	[illegible]	[illegible]	[illegible]
O (TCOMA) Tele-Commun.	17 3/8	17 3/8		[illegible]	[illegible]	[illegible]
N (TL) Time Warner	144 3/4	134 1/2	[illegible]	[illegible]	[illegible]	[illegible]
O (UACIA) United Art. Ent. A	19 1/4	19 3/4	- 1/4	[illegible]	[illegible]	[illegible]
O (UACIB) United Art. Ent. B	19 3/8	19 7/8	- 1/2	[illegible]	[illegible]	[illegible]
N (VIA) Viacom	59	58 1/2	1/2	[illegible]	[illegible]	[illegible]
N (WU) Western Union	9/16	1/2	1/16	[illegible]		[illegible]
O (WSMCA) WestMarc	24 1/4	23 7/8	3/8	[illegible]	[illegible]	[illegible]

EQUIPMENT & MANUFACTURING

	Closing Wed Nov 21	Closing Wed Nov 15	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
N (MMM) 3M	75 1/2	74 1/2	1	[illegible]	11	[illegible]
N (ARV) Arvin Industries	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
O (CCBL) C-Cor Electronics	[illegible]	[illegible]	[illegible]	[illegible]	11	[illegible]
N (CEC) Cetec	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
A (COH) Cohu	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
N (EK) Eastman Kodak	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
N (GRL) Gen. Instrument	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
N (GE) General Electric	[illegible]	[illegible]	[illegible]	[illegible]	11	[illegible]
N (HRS) Harris Corp.	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
N (MAI) M/A Com. Inc.	[illegible]	[illegible]	[illegible]	[illegible]	11	[illegible]
N (IV) Mark IV Indus.	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
O (MCDY) Microdyne	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
O (MCOM) Midwest Commun.	[illegible]	[illegible]	[illegible]	[illegible]	11	[illegible]
N (MOT) Motorola	[illegible]	[illegible]	[illegible]	[illegible]	11	[illegible]
N (OAK) Oak Industries	[illegible]	1	[illegible]	[illegible]	[illegible]	[illegible]
A (PPI) Pico Products	[illegible]	1	[illegible]	[illegible]	[illegible]	[illegible]
N (SFA) Sci-Atlanta	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
N (SNE) Sony Corp.	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
N (TEK) Tektronix	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
O (VYTC) [illegible] Syst.	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
N (VAR) Varian Assoc.	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
O (WGNR) Wegener	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
N (WX) Westinghouse	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
N (ZE) Zenith	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Standard & Poor's 400	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

Regent Beverly Wilshire hotel, Los Angeles. Information: (213) 466-4481.

March 7—*Federal Communications Bar Association* luncheon. Speaker: William Weiss, chairman, Ameritech. Washington Marriott, Washington.

March 9-13—*National Association of Broadcasters* state leadership conference. J.W. Marriott, Washington.

March 14—*International Radio & Television Society* newsmaker luncheon. Waldorf-Astoria, New York. Information: (212) 867-6650.

March 14-18—*American Association of Advertising Agencies* annual meeting. Marriott Desert Springs, Palm Springs, Calif.

March 15—15th annual National Commendation Awards, sponsored by *American Women in Radio and Television*. Waldorf-Astoria, New York. Information: (202) 429-5102.

March 17—22nd annual Addy Awards, sponsored by *Advertising Club of Metropolitan Washington*. Omni Shoreham hotel, Washington. Information: (301) 656-2582.

March 19-22—*National Computer Graphics Association* 11th annual conference and exposition. Anaheim Convention Center, Anaheim, Calif. Information: (703) 698-9600.

March 22—Advertising Hall of Fame ceremonies, sponsored by *American Advertising Federation*. Waldorf-Astoria, New York. Information: (202) 898-0089.

March 26-29—*North Central Cable Television Association* annual trade show and convention. Hyatt Regency, Minneapolis. Information: (612) 641-0268.

March 29-31—*Broadcast Education Association* convention. Georgia World Congress Center, Atlanta. Information: (202) 429-5355.

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The Performance Company PHILLIPS 66

April, 1990

April 1-3—*Cabletelevision Advertising Bureau* ninth annual conference. Marriott Marquis, New York. Information: (212) 751-7770.

April 12—*Federal Communications Bar Association* luncheon. Speaker: FCC Commissioner Andrew Barrett. Washington Marriott, Washington.

April 16-19—Supercomm '90, jointly sponsored by *U.S. Telephone Association* and *Telecommunications Industry Association*, and International Conference on Communications, sponsored by *Communications Society of the Institute of Electrical and Electronics Engineers*. Georgia World Congress Center, Atlanta. Information: (202) 835-3100.

April 18-20—*Broadcast Financial Management Association* 30th annual convention. Hyatt Regency, San Francisco. Information: (312) 296-0200.

April 18-21—*National Broadcasting Society/Alpha Epsilon Rho* national convention. Sheraton World Resort, Orlando. Information: John Lopicollo, (803) 777-3324.

April 19—*Ohio State Awards* presentation ceremony and luncheon. National Press Club, Washington. Information: Phyllis Madry, (614) 292-0185.

April 20-25, 1990—*MIP-TV*, international program market. Palais des Festivals, Cannes, France. Information: (212) 750-8899.

May, 1990

May 8—*Federal Communications Bar Association* luncheon. Speaker: Gene Kimmelman, legislative director of the Consumer Federation of America. Washington Marriott, Washington.

May 17—*Center for Communication* award luncheon. Plaza hotel, New York. Information: (212) 836-3050.

May 17-20—*American Women in Radio and Television* 39th annual convention. Theme: "Media Power in the 90's." Capital Hilton, Washington.

May 19-22—*CBS-TV* annual affiliates meeting. Century Plaza, Los Angeles.

May 20-23—*National Cable Television Association* annual convention. Atlanta Convention Center, Atlanta.

June, 1990

June 6-8—APRS '90, 23rd international exhibition of professional recording equipment, sponsored by *Professional Recording Association*. Olympia 2, exhibition center in London. Information: (0923) 772907.

June 6-9—*NBC-TV* annual affiliates meeting. Washington.

June 10-14—*Broadcast Promotion and Marketing Executives and Broadcast Designers Association* annual conference. Bally's, Las Vegas.

June 11-14—*ABC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

June 19-22—*National Association of Broadcasters* summer board meeting. NAB, Washington.

June 25-29—"Advanced Television: The Complete Picture," fourth international colloquium on advanced television systems, hosted by *Canada* and sponsored by *National Film Board, Department of Communications; Canadian Broadcasting Corp.*, and *Telesat Canada*. Ottawa Congress Center, Ottawa. Information: (613) 224-1741.

July, 1990

July 14-17—*California Association of Broadcasters* Western Region Broadcast Convention. Fess Parker's Red Lion Resort, Santa Barbara, Calif. Information: (916) 444-2043.

The Fifth Estate
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Membership list

Profiled below are the subcommittee members ranked by seniority, with Democrats listed first. There is still one vacancy, created by the death of Mickey Leland (D-Tex.) this summer. It will be filled next year. Although not profiled, Democrat John Dingell of Michigan, chairman of the parent Commerce Committe, and Norman Lent of New York, the ranking Republican, are ex officio members of the subcommittee and their importance should not be discounted.

Al Swift (D-Wash.)—*news and public affairs director,* KVOS-TV *Bellingham, Wash.; elected 1978; BA, Central Washington State College, 1957; married Paula Jackson.*

While Ed Markey has the stripe, Al Swift shares much of the clout. He is the ranking Democrat behind the chairman and arguably the subcommittee's most active and informed member on communications matters.

His 10-year record on the subcommittee is impressive, and industry groups consider his endorsement key to any legislative initiative. Swift "really knows the issues," says one broadcast lobbyist. Moreover, he has Dingell's ear. "Dingell has enormous respect for Swift," says a Dingell staffer.

This year Swift teamed up with Tauke on MFJ legislation. The bill "is certainly a priority of mine," says Swift. It specifically excludes cable from the information services category. Swift is not anxious to "rush into" a policy that would let the telcos offer television services. He fears such a move will endanger local broadcasters and threaten the principle of localism in the Communications Act. If the telephone industry can offer video services, it could replace broadcasters as the local conduit, says Swift.

"Every broadcaster should be pounding away on localism to the public and Congress. I think people literally have no idea what they would lose if they lost those local broadcasters," says the lawmaker.

Telcomsubcom: PAC Heaven

There is no questioning the popularity of the House Telecommunications and Finance Subcommittee. It is a coveted assignment for members who want to be on the "cutting edge of technology" and keep an eye on the nation's financial markets. But, according to Washington observers, what makes it especially attractive is the political action committee (PAC) money from Wall Street, the media and the telephone industry. It is no wonder Hill insiders call it "PAC Heaven."

According to filings with the Federal Election Commission, total PAC contributions to subcommittee members during the first six months of 1989 were $1.9 million, with $72,026 coming from the Fifth Estate and $166,284 from telephone interests. Among frequent contributors are the Bell operating companies, AT&T and other long distance carriers; the United States Telephone Association (USTA); Hollywood studios; broadcast and cable industry PAC's, and law firms whose clients have dealings with the subcommittee (including Verner, Liipfert, Bernhard, McPherson & Hand [representing Bell Atlantic and NYNEX and other phone interests], Akin, Gump, Strauss, Hauer & Feld [the Motion Picture Association of America], and Wexler, Reynolds, Harrison & Schule [the MPAA also]).

Tallying up the PAC jack

PAC contributions through June 1989 totaled for each member with contributions from the Fifth Estate (FE) and telephone interests broken out

Democrats

Ed Markey (Mass.)
Does not accept PAC contributions.

Al Swift (Wash.)
Total: $75,150; FE: $4,575; Telcos: $20,575

AT&T, $525; INTV, $700; Bell Atlantic, $700; BellSouth, $1,000; Comsat, $350; Communications Workers of America, $1,200; GTE, $900; MCI, $350; NAB, $700; NCTA, $350; Telephone Cooperative Association, $350; NYNEX, $700; Pactel, $1,050; Southwestern Bell, $700; TCI, $2,075; Turner Broadcasting, $350; US West, $2,100; USTA, $500; Verner Liipfert, $700; Wexler Reynolds, $350.

Cardiss Collins (Ill.)
Total: $64,062; FE: $2,000; Telcos: $10,500

AT&T, $5,000; Bell Atlantic, $500; Bell South, $1,500; Illinois Bell, $2,000; Motorola, $500; NAB, $500; Pactel, $500; TCI, $500; US Sprint, $500; Verner Liipfert, $500; Wexler Reynolds, $500.

Mike Synar (Okla.)
Does not accept PAC contributions.

Billy Tauzin (La.)
Total: $113,600; FE: $5,500; Telcos: $5,500

Akin Gump, $500; ALLTEL, $500; Bell Atlantic, $500; Centel, $1,000; Comsat, $500; Contel, $500; MCI, $500; MPAA, $500; Motorola, $500; NAB, $1,500; South Central Bell, $500; Southwestern Bell, $500; US West, $500; USTA, $500; Walt Disney, $2,000.

Ralph Hall (Tex.)
Total: $40,600; FE: $1,500; Telcos: $2,500

Akin Gump, $500; AT&T, $1,000; GTE, $500; NAB, $1,000; Pactel, $500; Southwestern Bell, $500.

Dennis Eckart (Ohio)
Total: $78,980; FE: $4,800; Telcos: $10,900

Akin Gump, $800; ALLTEL, $850; AT&T, $2,000; Bell Atlantic, $400; BellSouth, $400; Centel, $500; Comsat, $400; Contel, $500; GTE, $500; Motorola, $400; NAB, $800; National Telephone Cooperative, $250; NYNEX, $500; Ohio Bell, $2,000; Pactel, $1,000; RIAA, $400; US West, $500; USTA, $500; Verner Liipfert, $1,000; Walt Disney, $2,000.

Bill Richardson (N.M.)
Total: $83,790; FE: $2,250; Telcos: $8,800

Akin Gump, $1,200; ALLTEL, $500; AT&T, $1,000; Bell Atlantic, $250; BellSouth, $700; Comsat, $350; GI, $250; GTE, $500; MCI, $350; NAB, $700; National Telephone Cooperative, $250; NYNEX, $500; Pactel, $2,000; Southwestern Bell, $500; US West, $1,750; USTA, $500.

Jim Slattery (Kan.)
Total: $63,000; FE: $3,000; Telcos: $7,000

Akin Gump, $500; AT&T, $1,300; Bell Atlantic, $500; BellSouth, At some point, broadcasting may become an obsolete method of delivery, he says. "That raises some problems for me as a policymaker. Where does localism go?" Congress should be looking at what to do, and so should the industry, says Swift. "I think you can make such a strong case that the nation should not lose localism. If nobody is aware of what broadcasters are providing in the way of localism, it is going to be hard to motivate the Congress to preserve it."

He is sympathetic to the networks' campaign to modify the FCC's financial interest and syndication rules. "The fortunes of the networks have changed considerably," says Swift, who believes their "economic need" justifies a change in the rules.

The 54-year-old Swift, a former news and public affairs director at KVOS-TV Bellingham, Wash., takes a special interest in broadcast issues, although he does not always see eye to eye with the industry. They have not been in sync on broadcast license renewal reform legislation. And at times he has lashed out at broadcasters for refusing to accept the fairness doctrine or equal employment opportunity requirements. Right now, he thinks broadcasters are "picking nits" over the Senate's children's TV bill.

He also has been critical of cable but feels the industry has been hard at work. Cable "lost a lot" but has regained much of its standing, says Swift. "They went through a period where they were extraordinarily careless in customer service and in some places with rate hikes. They made as fast a recovery as I have seen. They haven't completely recovered. But I don't think they are as vulnerable now as they were six months ago."

He credits the industry for its "adroit" lobbying and public relations strategies. When it comes to Washington representation Swift thinks cable comes out on top. "Jim Mooney [National Cable Television Association president] makes a powerful amount of money and I think he's worth every dime of it," says Swift.

Cardiss Collins (D-Ill.)—*auditor, Illinois Department of Revenue; elected 1973; seventh district; home, Chicago; Northwestern University; widow of U.S. Rep. George Collins (D-Ill.).* One of the more senior members of the subcommittee, Collins, along with the late Mickey Leland (D-Tex.), has championed minority causes.

Collins promises to keep the pressure on to ensure that equal employment opportunity language is added to any broadcast license renewal legislation that Congress passes.

There has been some progress since Collins joined the subcommittee in 1981. There are more minority actors and more minority-oriented programing, she says. "I think the networks and cable are doing something about that. But we don't see enough minorities in a decision-making capacity." Nor are there enough minorities in ownership, she says.

Something has to be done and "legislation is the solution," Collins says.

A former chairwoman of the House Black

$1,500; Comsat, $500; Fox PAC, $500; GTE, $500; Motorola, $500; NAB, $1,000; National Telephone Cooperative, $500; NYNEX, $500; Pactel, $1,000; US West, $500; Verner Liipfert, $500.

John Bryant (Tex.)
Total: $113,382; FE: $4,050; Telcos: $3,250

Akin Gump, $700; ALLTEL, $500; American Family Corp., $500; AT&T, $1,000; Comsat, $350; Fox PAC, $350; MCI, $250; Motorola, $350; NAB, $700; NYNEX, $500; Pactel, $500; Paramount, $250; RIAA, $500; USTA, $500; Wexler Reynolds, $350.

Rick Boucher (Va.)
Total: $122,599; FE: $5,000; Telcos: $8,680

Akin Gump, $700; ALLTEL, $350; AT&T, $1,900; INTV, $350; Bell Atlantic, $380; BellSouth, $500; Centel, $500; Comsat, $350; Contel, $350; GTE, $1,350; MCI, $350; MPAA, $350; Motorola, $350; NAB, $2,400; National Telephone Cooperative, $350; NYNEX, $500; Pactel, $1,050; Paramount, $500; Southwestern Bell, $500; US West, $500; USTA, $100.

Jim Cooper (Tenn.)
Total: $8,500; FE: $1,000; Telcos: $1,000

MCA, $500; Pactel, $1,000; Wexler Reynolds, $500.

Thomas Manton (N.Y.)
Total: $137,897; FE: $3,000; Telcos: $6,500

ALLTEL, $500; AT&T, $2,500; Bell Atlantic, $500, BellSouth, $500; Centel, $500; Comsat, $500; GTE, $500; NAB, $1,000; NCTA, $500; Pactel, $500; Paramount, $1,000; Southwestern Bell, $500; US Sprint, $500.

Ron Wyden (Ore.)
Total: $192,883; FE: $8,365; Telcos: $6,730

Akin Gump, $1,000; ALLTEL, $500; AT&T, $300; Bell Atlantic, $550; BellSouth, $500; Columbia Pictures, $1,000; Comsat, $500; MCA, $500; MCI, $500; NAB, $1,600; National Telephone Cooperative, $350; NYNEX, $500; Pactel, $1,000; RIAA, $1,000; Southwestern Bell, $500; TCI, $150; US West, $800; USTA, $709; US Sprint, $550; Viacom, $300; Warner Communications, $1,500; Wexler Reynolds, $815.

Republicans

Matthew Rinaldo (N.J.)
Total: $44,900; FE: $2,400; Telcos: $5,900

Akin Gump, $600; AT&T, $2,900; GTE, $300; Motorola, $600; NAB, $1,200; Pactel, $900; Southwestern Bell, $300; USTA, $600; Verner Liipfert, $600.

Edward Madigan (Ill.)
Total: $112,867; FE: $1,000; Telcos: $13,000

Akin Gump, $500; AT&T $4,000; Bell Atlantic, $500; BellSouth, $1,500; Centel, $500; GTE, $1,000; Illinois Bell, $2,500; MCI, $500; NAB, $500; NYNEX, $500; Pactel, $1,000; Southwestern Bell, $500; US West, $500.

Carlos Moorhead (Calif.)
Total: $86,800; FE: $5,100; Telcos: $2,400

ASCAP, $500; Centel, $500; Fox PAC, $500; GTE, $1,000; MCA, $750; MPAA, $500; NAB, $1,100; Pactel, $900; Paramount Communications, $750; Walt Disney, $1,000.

Tom Tauke (Iowa)
Total: $203,861; FE: $7,353; Telcos: $36,270

Bell Atlantic, $2,000; BellSouth, $10,000; Centel, $270; Comsat, $2,000; Contel, $2,000; GTE, $1,000; NAB, $353; NYNEX, $2,000; Pactel, $3,000; Southwestern Bell, $7,000; TCI, $5,000; US West, $5,000; USTA, $2,000; United Telecommunications, $1,000; Verner, Liipfert, $1,000.

Don Ritter (Pa.)
Total: $50,339; FE: $800; Telcos: $5,700

AT&T, $2,500; Bell Atlantic. $600; Bell of Pa., $300; BellSouth, $900; NAB, $300; NYNEX, $300; Pactel, $600; RIAA, $300; USTA, $500.

Thomas Bliley (Va.)
Total: $94,007; FE: $3,200; Telcos: $7,400

Akin Gump, $900; AT&T, $5,000; Bell Atlantic, $300; BellSouth, $300; Centel, $300; Comsat, $500; Contel, $300; MPAA, $300; Motorola, $300; NAB, $1,200; NYNEX, $300; Pactel, $300; US Sprint, $300; Verner Liipfert, $300.

Jack Fields (Tex.)
Total: $101,628; FE: $2,000; Telcos: $8,800

Akin Gump, $1,000; ALLTEL, $500; Bell Atlantic, $500; BellSouth, $500; Centel, $500; Contel, $500; GTE, $500; MCI, $500; Motorola, $500; NAB, $500; NYNEX, $300; Pactel, $3,000; US West, $500; USTA, $500; US Sprint, $600; Verner Liipfert, $500.

Michael Oxley (Ohio)
Total: $38,300; FE: $2,100; Telcos: $[illegible]

GTE, $350; Motorola, $350; NAB, $1,400; Pactel, $1,000; USTA, $500; Wexler Reynolds, $350.

Dan Schaefer (Colo.)
Total: $56,088; FE: $2,833; Telcos: $[illegible]

AT&T, $1,500; BellSouth. $700; Centel, $350; Comsat, $350; Daniels PAC, $143; Motorola, $350; NAB, $1,350; Pactel, $700; TCI, $700; US West, $350; United Artists, $40.

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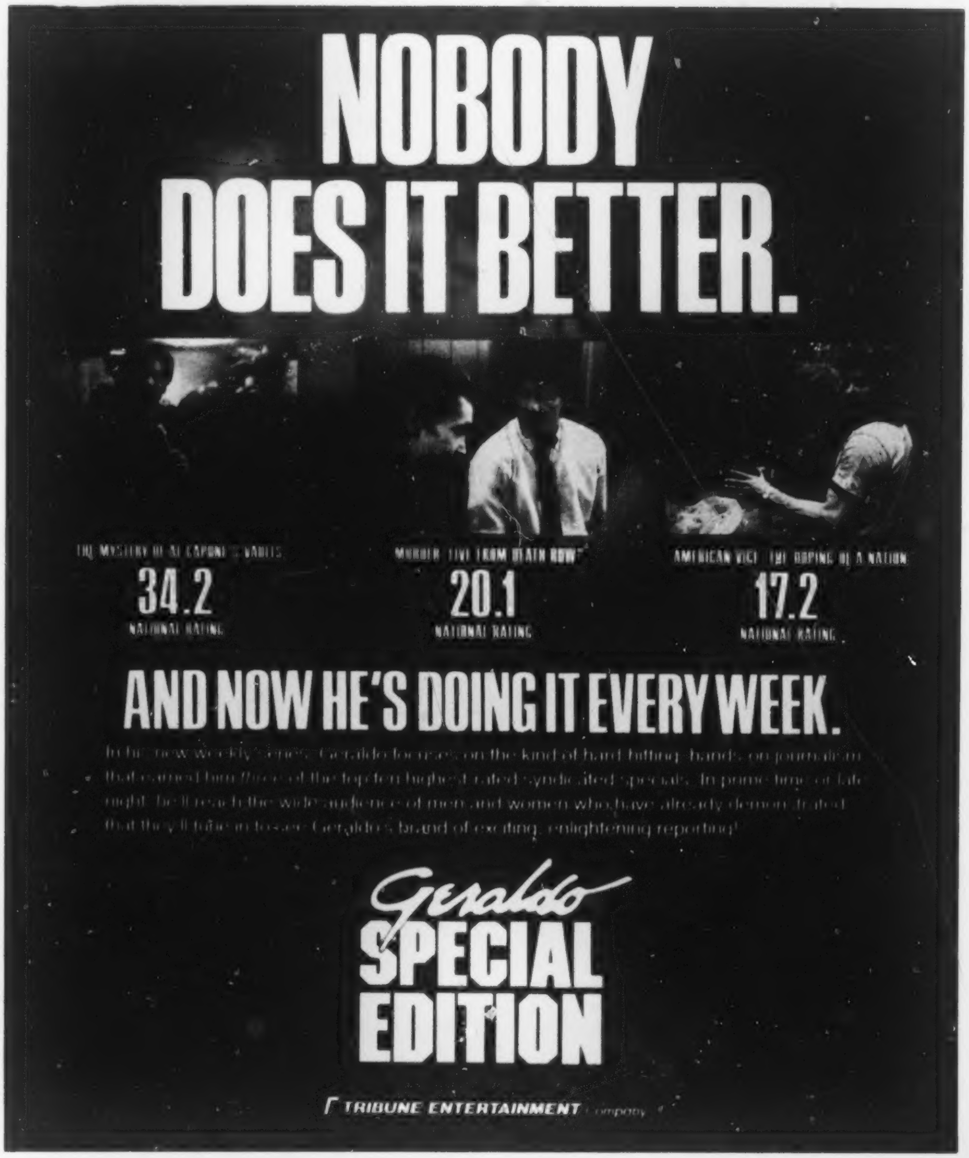
The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Dec 4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20.1
NATIONAL RATING
AMERICAN VICE: THE DOPING OF A NATION
17.2
NATIONAL RATING
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59th Year 1989

ANNUAL REPORT ON LOCAL TV JOURNALISM

Broadcasting Dec 4

Vol. 117 No. 23

CBS down, LeMasters out... Failing to improve network's prime time performance, Kim LeMasters, president, CBS Entertainment, resigns. **PAGE 35.**

Have signal, will pay... National Association of Broadcasters proposes new deal for cable: must carry and payment for local signal carriage. **PAGE 35.**

Local angle... BROADCASTING'S annual survey of TV stations and cable systems nationwide showcases diversity and reach of local TV news. **PAGE 46.**

KRON-TV San Francisco's Lynne Joiner in Armenia

38/ SEVENTH HEAVEN
NBC continues to dominate broadcast network sweeps race, winning its seventh consecutive contest.

38/ TOP OF TALK
King World's *Oprah Winfrey Show* continues to dominate afternoon talk show genre, as *Geraldo* seeks new look.

39/ NEWS COMPETITOR
New Conus and Viacom joint venture, All News Channel, debuts, offering half-hour newscasts all day.

40/ HOLDING ON TO NBA
Turner Network Television signs new four-year, $275 million deal to keep NBA games on TNT through 1993-94 season.

42/ FCC REFLECTION
FCC Chairman Alfred Sikes, reflecting on his first three months in office, says his goal is to "rely on consumer choice."

83/ FAIRNESS DOCTRINE REVIEW
Question of whether doctrine will be restored becomes one for Supreme Court.

87/ CABLE'S NEXT DECADE
Cable industry looks ahead to 1990's as it heads for Western Cable Show.

91/ BEHIND SCHEDULE
Testing schedule for proposed HDTV transmission systems set by FCC ATS advisory committee is stalled.

96/ TALK TEST
Multimedia Entertainment plans test run of its newest first-run talk project, *Private Affairs*, with host Cindi Rinehart (above). National rollout is targeted for fall 1990.

96/ DOSE OF REALITY
NBC News veteran John Palmer joins King World Productions as anchor for new reality strip, *Only Yesterday*.

98/ NPR NICHE
In effort to find "new approaches and cultural exposures," National Public Radio prepares to launch *Afropop Worldwide* in its national satellite feed schedule.

101/ GETTING TO KNOW ITU
New secretary general of International Telecommunication Union, in first U.S. visit, preaches importance of international telecommunications as pathway to peace.

101/ BEYOND THE WALL
PanAmSat seeks permission to provide satellite service behind not-so-Iron Curtain.

107/ CONTINUING THE FIGHT
RTNDA President David Bartlett says industry is not working hard enough in fight for First Amendment rights.

127/ UPWARD SPIRAL
Dick Ebersol, president, NBC Sports, and senior vice president, NBC News, has spent his career succeeding at his latest challenge.

EDITOR'S NOTE:
The regular monthly feature "Where Things Stand" will appear next week.

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BY THE NUMBERS 1

NBC's *Baywatch* (at right) was dubbed by an NW Ayer study of the 1989-90 season as an "action adventure in bathing suits" which "may easily be the weakest of NBC's new series." The one-hour show, which airs at 8 on Friday, was expected to provide a good lead-in to *Hardball* nonetheless. *Baywatch* has been generating its best ratings at 8:30-9 on Friday, as has its CBS competition, the one-hour *Snoops*. Along with maintaining second place against CBS, NBC's program has been posting a larger ratings increase in its half hours than has *Snoops*.

A breakout of half-hourly ratings averages for the period of Sept. 18-Nov. 5 shows NBC moving up from a 10.1/19 rating/share at 8 to an 11.7/21 at 8:30. CBS increased its ratings average from an 8.6/16 to a 9.5/17 for the same period. ABC, which has won eight of this season's 10 Friday nights, has averaged a 1.7/4 decrease in its half-hour ratings at 8 and 8:30, while still maintaining a com-

"By the Numbers" continues on page 16

RATINGS ROUNDUP

Week 10 □ Nov. 20–Nov. 26

Rank/rating			Network	Show
1		23.8/35	A	*Roseanne*
2	▲	21.0/33	A	*Wonder Years*
3	▲	21.5/33	C	*60 Minutes*
4	▲	20.5/32	A	*Who's the Boss?*
5		20.4/34	N	*Golden Girls*
6	▲	20.0/34	N	*Empty Nest*
6	▲	20.0/28	C	*Murder, She Wrote*
8	■	17.8/27	A	*Coach*
9		17.7/25	A	*Funniest Home Videos*
9	▲	17.7/30	A	*Monday Night Football*
11	▲	16.6/29	N	*Unsolved Mysteries*
12	▼	16.5/31	N	*Cheers*
13	▼	16.4/33	N	*Cosby Show*
14	▲	16.3/25	A	*ABC Sunday Movie*
14	▲	16.3/25	N	*Matlock*
16	▲	16.1/27	N	*Amen*
16	▼	16.1/31	N	*L.A. Law*
18	▼	15.8/24	N	*In the Heat of the Night*
19	▼	15.7/24	N	*NBC Sunday Movie*
20	▲	15.6/24	C	*Designing Women*
21	▼	15.3/29	N	*Different World*
21	▲	15.3/23	C	*Murphy Brown*
23	▼	15.0/28	N	*Hunter*
24	▼	14.9/28	N	*Dear John*
25		14.6/22	C	*50 Years of Television, special*
26	▲	14.4/24	N	*Midnight Caller*
27	▼	14.3/22	N	*Hogan Family*
28	▲	14.2/23	C	*Newhart*
29	▼	13.9/22	N	*ALF*
30	▼	13.8/22	N	*NBC Monday Movie*
31	▼	13.5/24	A	*Full House*
32		13.2/24	C	*Circus of the Stars*
33	▼	12.8/22	A	*Growing Pains*
34	▲	12.5/20	C	*Major Dad*
34		12.5/21	A	*thirtysomething*
34	▲	12.5/22	N	*227*
37	▼	12.3/21	A	*Head of the Class*
38	▲	12.1/21	A	*Perfect Strangers*
39	▲	12.0/20	A	*MacGyver*
40		11.7/18	C	*CBS Tuesday Movie*
41		11.6/23	A	*20/20*
42	▲	11.5/20	A	*Just the Ten of Us*
42	▼	11.5/20	N	*Night Court*
44		11.3/19	C	*Bugs Bunny Thanksgiving*
44	▼	11.3/20	A	*Family Matters*
44	▼	11.3/18	F	*Married...With Children*
47	▼	11.1/19	A	*Doogie Howser, M.D.*
48	▼	10.9/19	N	*My Two Dads, Wed.*
49		10.7/19	C	*Garfield's Thanksgiving*
50	▲	10.6/16	C	*Famous Teddy Z*
51		10.5/19	N	*Baywatch*
51	▼	10.5/20	A	*China Beach*
51	▲	10.5/19	C	*Doctor, Doctor*
54	▼	10.4/16	A	*Anything But Love*
54		13.4/18	N	*Hardball*
54	▲	10.4/20	N	*Quantum Leap*
57	▲	10.3/16	A	*Life Goes On*
58		10.1/20	N	*Mancuso, FBI*
59	▲	10.0/18	A	*ABC Mystery Movie*
60	▼	9.8/14	F	*America's Most Wanted*
61	▼	9.0/14	N	*Magical World of Disney*
62		8.7/15	C	*Ice Stars Hollywood, special*
63		8.6/16	C	*CBS Thursday Movie*
64	▲	8.5/12	F	*Totally Hidden Video*
65	▼	8.2/12	N	*My Two Dads, Sun.*
66		8.1/16	C	*Charlie Brown Thanksgiving*
66	▲	8.1/15	C	*Sat. Night with Connie Chung*
68	▲	8.0/14	A	*Mr. Belvedere*
69	▼	7.9/15	A	*Young Riders*
70	▲	7.8/14	F	*Cops*
71		7.6/14	C	*Grammy's Living Legends*
72	▼	7.4/11	N	*Sister Kate*
73	▲	7.3/12	A	*Living Dolls*
74	▼	7.2/14	A	*Mission: Impossible*
75	▼	7.1/10	F	*Open House*
76		6.5/10	F	*Booker*
77	▼	6.4/10	F	*21 Jump Street*
78	▼	6.2/12	A	*PrimeTime Live*
79	▲	6.2/10	F	*Reporters*
80	▲	6.0/9	F	*Alien Nation*
81	▲	4.2/6	F	*Tracey Ullman Show*
82	▲	4.0/7	F	*Beyond Tomorrow*
83	▲	3.2/5	S	*Garry Shandling's Show*

Guide to symbols
▼ —Down from last week ▲ —Up from last week ■ —Premiere broadcast

Source: Nielsen Media Research

FREEZE FRAMES: Current network standings as of Week 10, Nov. 20—Nov. 26

Network averages		Demographic ratings				Season to date	
Prime time	Evening news		ABC	CBS	NBC	1989–90	1988–89
NBC: 13.8/23.3	ABC: 10.0/20	Viewers 2	8.5	7.9	9.1	NBC: 15.0/25	NBC: 16.3/27
ABC: 12.9/21.7	CBS: 10.0/20	Women 18-49	9.2	6.7	9.4	ABC: 13.5/23	ABC: 13.3/22
CBS: 12.3/20.6	NBC: 9.3/19	Men 18-49	7.8	6.0	7.4	CBS: 12.4/21	CBS: 12.0/20

Summary of Broadcasting & Cable

BROADCASTING			
SERVICE	ON AIR	CP's[1]	TOTAL *
Commercial AM	4,966	257	5,223
Commercial FM	4,251	779	5,030
Educational FM	1,414	261	1,675
■ Total Radio	10,631	1,297	11,928
Commercial VHF TV	548	21	569
Commercial UHF TV	540	199	739
Educational VHF TV	123	5	128
Educational UHF TV	225	23	248
■ Total TV	1,436	248	1,684
VHF LPTV	300	206	506
UHF LPTV	324	1,508	1,832
■ Total LPTV	624	1,713	2,337
FM translators	1,797	310	2,107
VHF translators	2,717	122	2,839
UHF translators	2,176	427	2,603

CABLE†	
Total subscribers	50,887,280
Homes passed	73,900,000
Total systems	9,500
Household penetration†	56.4%
Pay cable penetration	29.4%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

"By the Numbers" continues from page 12

fortable winning margin against the competition. The network's *Full House* averaged a 15.3/29 during the period, but *Family Matters* averaged a 13.6/25.

As of Week 10, *Baywatch* had a 10.9/20 season-to-date average for the full hour and *Snoops* had an 8.9/16. *Full House*'s average is a 15.0/28 and *Family Matters* is a 13.4/25.

Thanksgiving fell on Thursday of Week 10, giving NBC its lowest winning average for the night this season, a 15.9/30.5. CBS and ABC both posted their lowest averages for the night, too, an 8.4/14 and a 7.1/13.7, respectively. The week went to NBC (see "Freeze Frames" on page 16). Together, the big three posted a 39.0/65.5 and delivered 35.92 million households. Household delivery tends to slump during this part of the season and to pick up steam again around Week 15.

In the evening news race, ABC tied with CBS for first place when both networks posted a 10.0/20. This was ABC's eighth consecutive week in first place, that network's longest streak since April 3-June 4 of this year.

MarketScope

The S&P Industrials moved up 5.02 points during the period Nov. 21 to Nov. 29 to close at 392.67. For the same period, the 127 stocks tracked on the Stock Index posted 53 advances and a like number of declines. Twenty-one stocks were unchanged during the period. Broadcasting with Other Major Interests posted the most advances, 16, with eight declines. Stauffer Communications gained the most during the period, 4, to close at 146. Westinghouse followed suit by gaining 3½ and closing at 73½. Capcities lost the most, 7, and closed at 533. The Washington *Post* lost 5¼ and closed at 281¼. CBS lost 3½, closing at 196⅝. McCaw Cellular recently upped its offer for 22.5 million of LIN Broadcasting's stock to $150 per share. LIN shot up about 5 points on Nov. 20 to close at 120. As of midday Thursday last week, LIN was trading at 119⅝.

Stock Index Notes: T-Toronto, A-American, N-NYSE, O-NASDAQ. Bid prices and common A stock used unless otherwise noted. P/E ratios are based on earnings per share for the previous 12 months as published by Standard & Poor's or as obtained by Broadcasting's own research.

STOCK INDEX 1

BROADCASTING

[illegible]

BROADCASTING WITH OTHER MAJOR INTERESTS

[illegible]

BY THE NUMBERS 3

STOCK INDEX 2

	Closing Wed Nov 29	Closing Wed Nov 22	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
N [illegible]	38 7/8	38 3/8	1/2	01.46	[illegible]	1,004
O (PARC) Park Commun.	20 1/2	21 1/4	- 3/4	-03.52	22	421
O (PLTZ) Pulitzer Publishing	29	29 3/4	- 3/4	-02.52	14	303
N [illegible] Group Hold.	9 3/8	9 1/2		00.00	22	410
O (RTRSY) Reuters Ltd.	44 3/4	43 1/2	1 1/4	02.87	23	20,223
O (STAUF) Stauffer Commun.	142	142		00.00	47	142
N (TMC) Times Mirror	36 5/8	35 1/4	3/8	01.06	15	4,561
O (TMCI) TM Communications	7/32	7/32		00.00	-1	1
N (TRB) Tribune	43 5/8	44 3/8	- 3/4	-01.69	14	3,166
A (TBSA) Turner Bdcstg. 'A'	65 3/4	63 1/2	2 1/8	03.37	-84	2,757
A (TBSB) Turner Bdcstg. 'B'	64	61 3/8	2 3/8	03.86	-83	1,447
A (WPO) Washington Post	283 1/4	288 1/2	- 5 1/4	-01.82	20	3,3[illegible]

PROGRAMING

	Closing Wed Nov 29	Closing Wed Nov 22	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
O (ALLT) All American TV	2 7/8	2 7/8		00.00		3
A [illegible] Color Systems	1 3/8	1 7/8	- 1/8	[illegible]	-1	9
O (DCPI) dick clark prod.	6 1/4	6 1/4		00.00	16	51
N (DIS) Disney	129 3/4	129	3/4	00.58	26	17,223
O (FNNI) Financial News	6 3/4	6 3/4		00.00	37	77
A (FE) Fries Entertain.	[illegible]	[illegible]		00.00	-3	11
A [illegible] Heritage Entertain.	1 1/2	1 5/8	- 1/8	-07.69	-1	8
A (HSN) Home Shopping Net.	6 7/8	5 1/2	1 3/8	25.00	[illegible]	310
O (KWP) King World	36 5/8	37 1/4	- 1 1/8	-03.02	15	935
O [illegible]	3/16	3/16		00.00		1
N (MCA) MCA	59 1/8	61 3/8	1 3/4	02.92	34	4,293
N [illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
O [illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
O [illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	11
N (OPC) Orion Pictures	[illegible]	[illegible]	[illegible]	[illegible]	27	411
N (PCI) Paramount Commun.	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	6,5[illegible]
N [illegible]	[illegible]	[illegible]	[illegible]	[illegible]		[illegible]
N (PLA) Playboy Ent.	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
O (QVCN) QVC Network	[illegible]	[illegible]	[illegible]	[illegible]		[illegible]
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O [illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

SERVICE

	Closing Wed Nov 29	Closing Wed Nov 22	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
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[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
O [illegible] Group	25	24 1/8	1/8	-00.51	11	[illegible]
N (SAA) Saatchi & Saatchi	13 1/2	14	- 1/2	-03.57	11	2,1[illegible]
O (TLMT) Telemation	2 3/4	2 1/8	1/8	[illegible]	17	12
A (UNV) Unitel Video	14	13 7/8	1/8	00.90	20	[illegible]

CABLE

	Closing Wed Nov 29	Closing Wed Nov 22	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
A (ATN) Acton Corp.	13 1/8	13 3/4	1/8	00.90	3	[illegible]
O (ATCMA) Amer. TV & Comm.	47 3/4	49 1/4	- 1 1/2	-03.04	80	[illegible]
O (CTEX) C-Tec Corp.	23 3/4	23 3/4		00.00	-29	[illegible]
A (CVC) Cablevision Sys. 'A'	39 1/2	41 5/8	- 2 1/8	-05.10	-7	[illegible]
A (CTY) Century Commun.	13 3/8	12 1/2	- 1/8	-01.00	-23	[illegible]
O (CMCSA) Comcast	24 1/8	25 3/8	- 1/8	-00.76	-16	[illegible]
A (FAL) Falcon Cable Systems	16 1/4	16	1/4	01.25	-80	[illegible]
O (JOIN) Jones Intercable	18 3/8	18 5/8	- 1/4	-01.35	-6	[illegible]
T [illegible] Maclean Hunter 'X'	13 1/8	11 5/8	1/2	04.30	20	[illegible]
T (RCI.A) Rogers Commun. 'A'	125	125		00.00	-(11)	[illegible]
T (RCI.B) Rogers Commun. 'B'	100	99 1/4	3/4	00.75	-[illegible]	[illegible]
O (TCAT) TCA Cable TV	18 3/4	19 1/2	- 3/4	-01.35	35	[illegible]
O (TCOMA) Tele-Commun.	17	17 3/8	- 3/8	-02.15	[illegible]	[illegible]
N (TL) Time Warner	121	120 1/4	1 1/4	00.94	27	[illegible]
O (UACI) United Art. Ent. A	20	19 1/2	1/2	02.56	-12	[illegible]
O (UACIB) United Art. Ent. B	20	19 3/8	5/8	03.22	-23	[illegible]
N (VIA) Viacom	60	60		00.00	-23	[illegible]
N (WU) Western Union	9/32	5/16	- 1/32	-10.00		[illegible]
O (WSMCA) WestMarc	32 3/4	31 1/4	1/2	01.58	[illegible]	[illegible]

EQUIPMENT & MANUFACTURING

	Closing Wed Nov 29	Closing Wed Nov 22	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
N [illegible]	76 1/8	75 1/8	[illegible]	[illegible]	11	[illegible]
N [illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
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O [illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
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N [illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Standard & Poor's 400	[illegible]	[illegible]	[illegible]	[illegible]		

man, (617) 876-6620

Feb. 1—Deadline for entries in National Media Awards, sponsored by *Retirement Research Foundation*, for "outstanding films, videotapes and TV programs for and about aging or aged people and to encourage excellence in media productions on issues related to aging." Information: (312) 427-5446.

Feb. 6-7—*Arizona Cable Television Association* annual meeting. Hyatt Regency, Phoenix.

Feb. 8-10—*Louisiana Association of Broadcasters* annual convention. Lafayette Hilton, Lafayette, La. Information: (504) 383-7486.

Feb. 9—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York. Information: (212) 867-6650.

Feb. 11-16—12th International Film, Television and Video Market. Loews hotel, Monte Carlo, Monaco.

■ **Feb. 12**—Deadline for entries in The Livingston Awards for Young Journalists, sponsored by *Mollie Parnis Livingston Foundation* of University of Michigan for "best 1989 print or broadcast coverage of local, national and international news by journalists aged 34 and younger in any U.S. medium." Information: (313) 764-2424.

Feb. 12-13—*National Academy of Television Arts and Sciences* trustees meeting. Marriott-Marquis hotel, New York.

Feb. 13—*Federal Communications Bar Association* luncheon. Speaker: FCC Commissioner Sherrie Marshall. Washington Marriott, Washington.

Feb. 13-14—Television Advertising Workshop, sponsored by *Association of National Advertisers*. Panelists include Thomas Murphy, Capcities/ABC; Laurence Tisch, CBS, and Robert Wright, NBC. Luncheon speaker: Connie Chung, CBS.

"Datebook" continues on page 110.

Open Mike

Good grade

EDITOR: Has BROADCASTING developed a new editorial writer? If so, give him an "A" for his strong, well-reasoned "A candidate for content control" in your Nov. 27 issue. If the writer is merely an old hand finally coming to grips with some of broadcasting's political realities, give him an "A+."—*Lincoln Diamant, president, Spots Alive Consultants Inc., New York.*

Weighing in

EDITOR: The Nov. 6 issue of BROADCASTING carried an article ("Video news release gets international exposure") about a VNR on Colombian President Virgilio Barco's address to the American people.

The article quoted the distributor of the VNR, Medialink, extensively and identified Medialink "as the nation's largest distributor of VNR's and other video public relations material."

I would like to point out that earlier this year a well-respected public relations publication [*O'Dwyer's PR Services*] conducted an independent study to rank the largest VNR distributors. The ranking was based upon audited financial data. West Glen was ranked the "largest." I am completely unaware of any other similar independent study that would have ranked Medialink as the largest.—*Stanley S. Zeitlin, president, West Glen Communications, New York.*

Editor's note: *Medialink based its claim of "largest" on a survey from* Public Relations Journal *that ranked VNR firms by the number of releases distributed in a year.*

The original

EDITOR: An error in the July 24 BROADCASTING has belatedly come to my attention.

In your article concerning the expansion of the regional approach to local Emmy awards, it was indicated that the regional concept had been originated by the Denver and Boston chapters of NATAS. In fact, the Rocky Mountain Emmy Awards originated with the Arizona chapter based in Phoenix. Denver, which until the mid-1980's had no chapter, was invited and did participate in the Arizona chapter program until they initiated their own chapter and competition in 1987.

The 13th annual Rocky Mountain Emmy Awards ceremony will be held next June in Phoenix with participants from seven western states stretching from the Mexican to the Canadian borders.—*David A. Howell Jr., president, National Academy of Television Arts and Sciences, Arizona chapter, Phoenix.*

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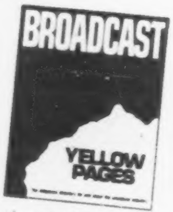

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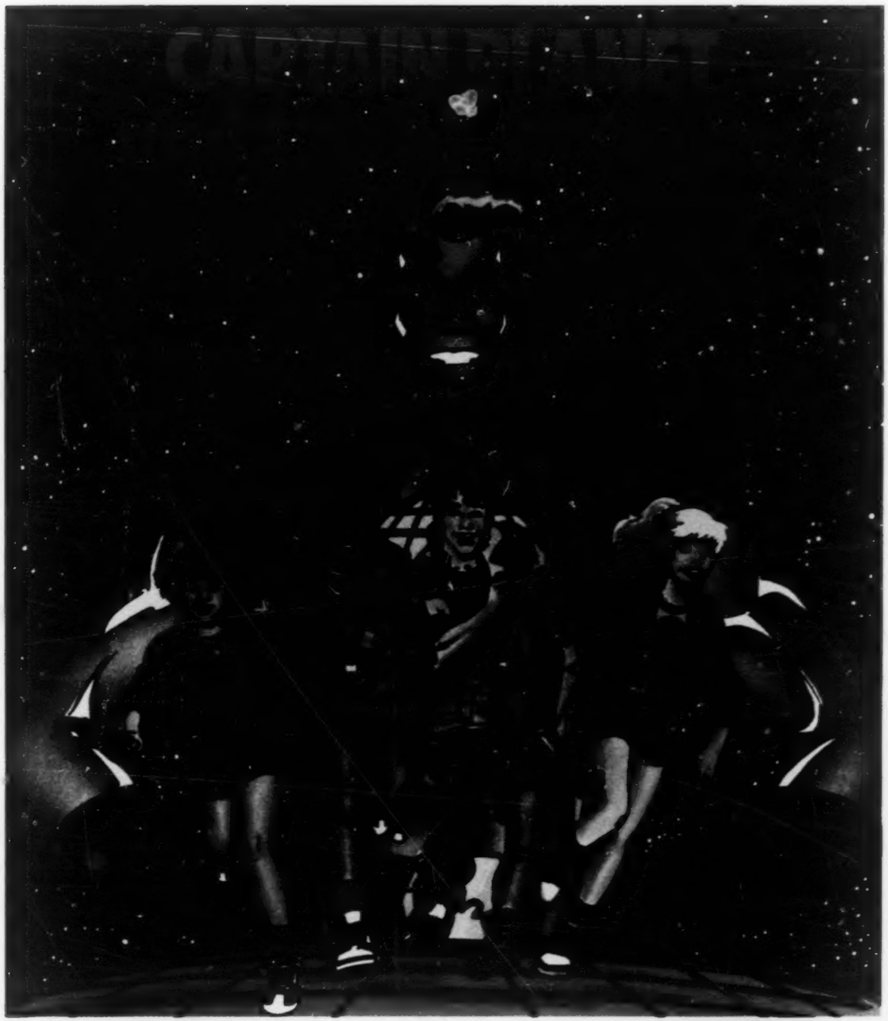
RADIO TELEVISION CABLE SATELLITE

Broadcasting Dec 11



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59th Year 1989

Telcos resurgent, hope for cable entry

Broadcasting Dec 11

Vol. 117 No. 24

Telco offensive... United States Telephone Association targets Senate consideration of cable reregulation bill as opportunity to get rid of barriers to entering TV business. **PAGE 35.**

Group W's vision for radio... With the completion of its acquisition of Legacy and Metropolitan Broadcasting radio stations, Group W Radio now sets its sights on 1990's and beyond. **PAGE 35.**

Cable's top 50... BROADCASTING takes its annual look at top 50 cable MSO's. **PAGE 42.**

36/ **SEARCHING**
CBS's search for new CBS Entertainment president continues, as speculation of leading candidates changes almost daily.

38/ **PAYOLA WATCH**
Despite recent Los Angeles indictments, radio station managers and disk jockeys say payola is not widespread in radio today.

40/ **SHAPING BRITISH TV**
Vigorous debate is expected in Britain's House of Commons over new bill that will shape country's television and radio industries for 1990's.

41/ **POLISH CABLE**
Chase Enterprises invests in U.S.-Polish government co-venture to bring cable TV to Poland.

59/ **GO WEST**
Some 10,000 industry executives head to Anaheim, Calif., for Western Cable Show.

61/ **NEW CROP**
New group of weekly first-run programing offerings for next fall is characterized by some reps as "lean pickings."

Viacom's 'Supercop' is one of most expensive new entries

62/ **POST-SWEEPS SHUFFLE**
ABC makes some changes to its prime time schedule, including dropping *Living Dolls* and *Homeroom* and putting *Mr. Belvedere* (above) on hiatus.

CBS news correspondents Mike Wallace (l) and Harry Reasoner in 1968 promotional shot for first episode of '60 Minutes'

68/ **PRIME TIME NEWS**
Prime time—once exclusively reserved for entertainment shows and occasional documentary—has become magnet for network news magazines.

64/ **DAYTIME CHANGES**
With NBC's endorsement, network's WNBC-TV New York rearranges its daytime schedule, in part to strengthen lead-in to *Donahue* and to accommodate its new *House Party*.

65/ **AMPEX LAYOFFS**
Ampex Corp., manufacturer of videotape equipment and TV broadcast and production gear, plans to reduce its work force and inventory.

71/ **INDECENCY ACTION**
FCC fines Chicago AM $6,000 for three allegedly indecent segments of its afternoon drive show.

72/ **AM ASSISTANCE**
Indications are that Congress will act next year to improve AM radio.

73/ **FINANCIAL WOES**
Radio group owner asks for time to form debt restructuring proposal.

74/ **FREE FOR ALL**
National Association of Broadcasters declares January "Free Television Month."

77/ **WHERE THINGS STAND**
BROADCASTING's monthly feature updates communication issues.

103/ **ROAD TO DISCOVERY**
Ruth Otte, president and chief operating officer, The Discovery Channel, helps create world of educational entertainment at cable service.

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BY THE NUMBERS 1

ABC's *Anything but Love* (at right) debuted late last season (Week 25) on Tuesdays at 9:30 and, bolstered by the lead-in audience from *Roseanne* at 9, picked up a 22.6/34 for its debut episode. *Anything* finished off the 1988-89 season with six exposures and a 19.0/29 season-to-date average. Just prior to the start of the current season, *Anything* ran for three weeks (48-50) in its old timeslot and picked up nothing better than a 15.1/25 in Week 50. When the 1989-90 season started, *Anything* was scheduled at 9 on Wednesday, where it would compete with NBC's *Night Court* and serve as a lead-in to *Doogie Howser* at 9:30. *Doogie* had two exposures in premiere week, while *Anything but Love* waited until Week Two for its own season premiere. The two programs switched timeslots in Week Two and ran as they do now, with *Doogie* at 9 competing with *Night Court*, and *Anything but Love* at 9:30 competing with NBC's *My Two Dads*. CBS has the one-hour *Jake and the Fatman* at 9, the first half of

"By the Numbers" continues on page 14

RATINGS ROUNDUP

Week 11 □ Nov. 27–Dec. 3

Rank/rating			Network	Show
1	▲	27.1/43	N	*Cosby Show*
2	▲	25.4/40	N	*Cheers*
3		25.0/39	N	*Ann Jillian, preview*
4	▼	24.5/36	A	*Roseanne*
5	▲	21.4/34	N	*Dear John*
6	▼	20.1/34	N	*Golden Girls*
7	▼	19.8/29	C	*Murder, She Wrote*
8	▲	19.6/33	N	*L.A. Law*
9	▼	19.5/30	C	*60 Minutes*
9	▼	19.5/28	A	*Wonder Years*
11	▼	19.1/34	A	*Monday Night Football*
12	▼	18.9/30	N	*Unsolved Mysteries*
13	▼	18.8/32	N	*Empty Nest*
14	▼	18.3/28	A	*Who's the Boss?*
15	▼	18.2/27	A	*Coach*
16	▲	17.0/25	N	*In the Heat of the Night*
17	▲	16.9/27	A	*Growing Pains*
17	▲	16.9/26	N	*NBC Monday Movie*
19	▼	16.6/25	N	*Matlock*
20	▲	16.0/29	A	*Full House*
21	▲	15.9/25	A	*Head of the Class*
22		15.7/24	A	*Hallmark Hall of Fame*
22	▲	15.7/24	N	*Night Court*
24	▼	15.1/26	N	*Amen*
24	▲	15.1/22	N	*Hogan Family*
24	▼	15.1/28	N	*Hunter*
27	▲	15.0/23	A	*Doogie Howser, M.D.*
28	▲	14.5/22	N	*ALF*
29		14.4/22	C	*Jake and the Fatman*
29	▼	14.4/21	C	*Murphy Brown*
31	▲	14.2/26	A	*20/20*
32	▼	14.0/22	N	*NBC Sunday Movie*
33	▲	13.9/25	A	*Family Matters*
34	▼	13.7/21	C	*Designing Women*
34		13.7/23	A	*thirtysomething*
36		13.5/23	C	*Knots Landing*
37		13.3/20	C	*CBS Sunday Movie*
38		13.2/23	A	*Perfect Strangers*
39		13.1/19	C	*Rescue: 911*
40	▼	13.0/19	C	*Major Dad*
41	▲	12.9/20	A	*Anything but Love*
42		12.7/22	N	*Yesterday, Today & Tomorrow*
43	▼	12.5/21	A	*Just the Ten of Us*
44		12.4/21	C	*Dallas*
45	▲	12.2/22	A	*China Beach*
46	▲	12.1/19	N	*My Two Dads, Wed.*
47	▲	12.0/22	N	*Quantum Leap*
47	▼	12.0/21	N	*227*
49	▲	11.5/16	N	*Sister Kate*
50	▼	11.0/18	A	*MacGyver*
51	▲	10.7/19	N	*Mancuso, FBI*
52	■	10.6/15	N	*Ann Jillian*
53		10.5/19	C	*Wiseguy*
54	▼	10.4/15	F	*Married...With Children*
55	▼	10.3/18	N	*Baywatch*
55	▼	10.3/18	N	*Hardball*
55	▲	10.3/16	N	*Magical World of Disney*
58		10.2/16	C	*CBS Tuesday Movie*
58		10.2/19	C	*Falcon Crest*
60	▲	9.9/15	A	*Mission: Impossible*
60	▲	9.9/15	A	*Young Riders*
62	▼	9.8/14	F	*America's Most Wanted*
62	▼	9.8/17	C	*Doctor, Doctor*
64		9.7/17	C	*Paradise*
65		9.6/15	C	*Candid Camera on Wheels*
65	▼	9.6/14	C	*Famous Teddy Z*
67	▼	9.2/13	F	*Totally Hidden Video*
68	▼	9.1/14	A	*Life Goes On*
69		8.7/14	C	*Top of the Hill*
70	▼	8.6/15	A	*ABC Mystery Movie*
71	▲	8.0/14	A	*PrimeTime Live*
72		7.8/12	C	*48 Hours*
72		7.8/14	C	*Snoops*
74	▼	7.6/14	C	*Sat. Night with Connie Chung*
75	▲	7.4/11	F	*21 Jump Street*
76	▼	7.3/13	F	*Cops*
77		7.1/10	A	*Free Spirit*
77		7.1/12	C	*Tour of Duty*
79	▼	6.7/12	A	*Mr. Belvedere*
80		6.6/10	A	*Homeroom*
81	▼	6.4/9	F	*Open House*
82	▼	6.1/10	F	*Reporters*
83	▼	5.8/10	A	*Living Dolls*
84	▼	5.7/8	F	*Alien Nation*
85	▼	5.2/8	F	*Booker*
86		4.0/6	F	*Premiere—Christmas Movie*
87	▼	3.5/6	F	*Beyond Tomorrow*

Guide to symbols

▼ —Down from last week ▲ —Up from last week ■ —Premiere broadcast

Source: Nielsen Media Research

FREEZE FRAMES: Top-ranked shows in Abritron's 14 metered markets for Week 11

Ranked first in five cities: Atlanta, Detroit, Los Angeles, New York, Washington—*Cosby Show* NBC

Ranked first in five cities: Cleveland, Dallas, Houston, Miami, Philadelphia—*Roseanne* ABC

Ranked first in two cities: Boston, San Francisco *Cheers* NBC

Ranked first in one city: Chicago—*ESPN's Bears-Vikings football game* WLS-TV

Ranked first in one city: Denver—*Monday Night Football, Giants-49ers* ABC

Source: Arbitron Ratings

Summary of Broadcasting & Cable

BROADCASTING			
SERVICE	ON AIR	CP's[1]	TOTAL*
Commercial AM	4,966	257	5,223
Commercial FM	4,251	779	5,030
Educational FM	1,414	261	1,675
■ Total Radio	10,631	1,297	11,928
Commercial VHF TV	548	21	569
Commercial UHF TV	540	190	730
Educational VHF TV	122	5	128
Educational UHF TV	226	23	248
■ Total TV	1,436	248	1,684
VHF LPTV	300	205	505
UHF LPTV	324	1,508	1,832
■ Total LPTV	624	1,713	2,337
FM translators	1,787	310	2,107
VHF translators	2,717	122	2,839
UHF translators	2,176	427	2,603

CABLE†	
Total subscribers	50,987,080
Homes passed	73,900,000
Total systems	8,500
Household penetration†	56.4%
Pay cable penetration	29.4%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

"By the Numbers" continues from page 10

which places second behind *Night Court*, the winning show for that half hour according to a breakout of half-hour season-to-date averages through Nov. 26. *Jake* wins the race at 9:30, with second place going to *Anything but Love*, according to the same tally.

The Nielsen season-to-date average for *Anything*, as of Week 11, is 13.1/21. The show ranks 41st out of 97. *Doogie* ranks 23d with a season-to-date average of 14.8/23.

In the current prime time race, NBC won Week 11 with a 15.4/24.7 over ABC's 13.2/21.2 and CBS's 11.6/18.7. The book of days shows NBC picking up its fourth consecutive Wednesday night win, with a 14.9/24.6 over ABC's 14.2/23.2. The other nights of the week went as expected, with ABC taking Monday, Tuesday and Friday. NBC took Thursday and Saturday along with Wednesday, which left CBS with Sunday.

MarketScope

The Standard & Poor's Industrials picked up 6.04 points, or 1.54%, to close at 398.71. For the seven day period from Nov. 29 to Dec. 6, the Stock Index responded in an upbeat manner, with 57 advances, 42 declines and 27 remaining unchanged. The Equipment & Manufacturing group posted the greatest number of advances, 15, with only six declines and three unchanged. The Service group posted eight advances, two declines and four unchanged. The Broadcasting group had six advances, four declines and six unchanged. Reeves Communications moved up 1⅞, or 38.46%. Annoucement of a merger agreement with Thames Television PLC came on the closing day of trading for the Stock Index, when the stock opened at 6½, 1⅝ above the previous day's closing price of 4⅞. (See story, "Top of the Week.") The Washington Post dropped 10¼ to close at 271. Capcities/ABC gained 5 to close at 538.

Stock Index Notes: T-Toronto, A-American, N-NYSE, O-NASDAQ. Bid prices and common A stock used unless otherwise noted. P/E ratios are based on earnings per share for the previous 12 months as published by Standard & Poor's or as obtained by Broadcasting's own research.

STOCK INDEX 1

BROADCASTING

[illegible]

BROADCASTING WITH OTHER MAJOR INTERESTS

[illegible]

BY THE NUMBERS 3

STOCK INDEX 2

	Closing Wed Dec 6	Closing Wed Nov 29	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

CABLE

[illegible]

PROGRAMMING

[illegible]

EQUIPMENT & MANUFACTURING

[illegible]

SERVICE

[illegible]

Seminar, sponsored by *Country Radio Broadcasters.* Opryland, Nashville. Information: (615) 327-4487.

March, 1990

March 1—*International Radio & Television Society* Gold Medal banquet. Waldorf-Astoria, New York. Information: (212) 867-6650.

March 2—*Southern California Broadcasters Association* Sunny Creative Radio Awards luncheon. Regent Beverly Wilshire hotel, Los Angeles. Information: (213) 466-4481.

■ **March 2-4**—*Intercollegiate Broadcasting System* national convention. New York Penta Hotel, New York. Information: Jeff Tellis, (914) 565-6710.

March 7—*Federal Communications Bar Association* luncheon. Speaker: William Weiss, chairman, Ameritech. Washington Marriott, Washington.

March 9-13—*National Association of Broadcasters* state leadership conference. J.W. Marriott, Washington.

March 14—*International Radio & Television Society* newsmaker luncheon. Waldorf-Astoria, New York. Information: (212) 867-6650.

March 14-18—*American Association of Advertising Agencies* annual meeting. Marriott Desert Springs, Palm Springs, Calif.

March 15—15th annual National Commendation Awards, sponsored by *American Women in Radio and Television.* Waldorf-Astoria, New York. Information: (202) 429-5102.

March 15—*National Association of Black Owned Broadcasters* sixth annual communications awards dinner. Sheraton Washington hotel, Washington. Information: Ava Sanders, (202) 463-8970.

March 17—22nd annual Addy Awards, sponsored by *Advertising Club of Metropolitan Washington.*

MEDIA
BIAS
here's how it's done

AIM'S MEDIA MONITOR

this week tells how Andy Rooney, on "60 Minutes," discussed 8 food scares, going back to the 1959 cranberry panic. He forgot the Great Apple Scare of 1989, a phony panic set off by "60 Minutes." Isn't that funny? Was Andy censored?

Listeners to over 250 radio stations will hear this 3-minute daily commentary from AIM. You can get it FREE. Ask for a sample tape.

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(202) 371-6710

Omni Shoreham hotel, Washington. Information: (301) 656-2582.

March 19-22—*National Computer Graphics Association* 11th annual conference and exposition. Anaheim Convention Center, Anaheim, Calif. Information: (703) 698-9600.

March 22—Advertising Hall of Fame ceremonies, sponsored by *American Advertising Federation.* Waldorf-Astoria, New York. Information: (202) 898-0089.

March 26-29—*North Central Cable Television Association* annual trade show and convention. Hyatt Regency, Minneapolis. Information: (612) 641-0268.

March 29-31—*Broadcast Education Association* convention. Georgia World Congress Center, Atlanta. Information: (202) 429-5355.

April, 1990

April 1-3—*Cabletelevision Advertising Bureau* ninth annual conference. Marriott Marquis, New York. Information: (212) 751-7770.

April 3—*Caucus for Producers, Writers and Directors* general membership meeting. Los Angeles. Information: (213) 652-0222.

April 12—*Federal Communications Bar Association* luncheon. Speaker: FCC Commissioner Andrew Barrett. Washington Marriott, Washington.

■ **April 13-14**—12th annual Black College Radio Convention sponsored by the *National Association of Black College Broadcasters.* Luncheon speaker: FCC Commissioner Andrew Barrett. Paschal's Hotel, Atlanta. Information: Lo Jelks, (404) 523-6136.

April 16-19—Supercomm '90, jointly sponsored by *U.S. Telephone Association* and *Telecommunications Industry Association,* and International Conference on Communications, sponsored by *Communications Society of the Institute of Electrical and Electronics Engineers.* Georgia World Congress Center, Atlanta. Information: (202) 835-3100.

April 18-20—*Broadcast Financial Management Association* 30th annual convention. Hyatt Regency, San Francisco. Information: (312) 296-0200.

April 18-21—*National Broadcasting Society/Alpha Epsilon Rho* national convention. Sheraton World Resort, Orlando. Information: John Lopicollo, (803) 777-3324.

April 18-22—*Religious Communication Congress,* "once-a-decade international/interfaith event" featuring seminars and workshops and exhibits from broadcasting, production, music, publishing, fund raising, computer and satellite. Opryland hotel, Nashville. Information: (317) 236-1585.

April 19—*Ohio State Awards* presentation ceremony and luncheon. National Press Club, Washington. Information: Phyllis Madry, (614) 292-0185.

April 20-25—*MIP-TV,* international program market. Palais des Festivals, Cannes, France. Information: (212) 750-8899.

May, 1990

May 8—*Federal Communications Bar Association* luncheon. Speaker: Gene Kimmelman, legislative director of the Consumer Federation of America. Washington Marriott, Washington.

May 17—*Center for Communication* award luncheon. Plaza hotel, New York. Information: (212) 836-3050.

May 17-20—*American Women in Radio and Television* 39th annual convention. Theme: "Media Power in the 90's." Capital Hilton, Washington.

■ **May 31**—Deadline for entries in *National Association of Broadcasters* Crystal Radio Awards competition. Information: NAB Radio Office, (202) 429-5420.

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□

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Founded 1931. *Broadcasting-Telecasting** introduced in 1946. *Television** acquired in 1961. *Cablecasting** introduced in 1972 □ * Reg U.S. Patent Office. □

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obligated, under the agreement with the government, to carry the programs of the two Polish television stations and those of a Soviet, a French and an Italian channel.

Freedman said subscribers would be charged from $8.50 a month for one tier of programing, up to $22.50 for the three that will be offered. The installation fee will be about $20. Freedman said that his "impression," based on talks with people in Poland, is that the "average" household's income is $3,500. He thought such a household would be able to afford the service.

PTK is the result of a three-year development effort conducted by two cable consultants, Norval D. Reece, a principal in Kane Reece Associates Inc. and president of Reece Communications Inc., and Edward T. Rutter, president of Rutter-Dunn Communications. Reece said at the press conference that, in American terms, Poland would be considered "a classic market" because of its "pent-up demand for cable." Freedman said about 90% of the homes in Poland have TV sets.

Talks were begun under the Communist government and completed under the government of Solidarity. Reece said Chase Enterprises was invited to join the project as a senior financial partner after he and Rutter had talked to several companies. The three formed a Dutch-based company, which owns 70% of PTK. The remainder is held by Poltekalb, SA, which includes a number of entities of the Polish government, including the Polish Radio and Television Productions Co.

The project became "a serious option," according to Reece, when the Polish government last December adopted what he called "an aggressive joint venture law." It permits foreign investors to convert local currency into dollars and take them out of the country. It also excuses the investors from taxes for three years, and permits the duty-free importation of needed equipment.

Chase Enterprises has major holdings in banking, insurance, financial services and real estate. It expanded into broadcasting in 1974, when it acquired WTIC-AM-FM Hartford. Since then it has picked up WSTC(AM)-WJAZ(FM) Stamford, Conn.; KGLD(AM)-WKBQ(FM) St. Louis; WTIC-TV (ch. 61) Hartford, and WPTY-TV Memphis. Chase Enterprises is in the process of acquiring WTOP(AM) and WASH(FM), both Washington, WXIN-TV Indianapolis; WATL-TV Atlanta, and KDVR-TV Denver. With the acquisition of the television stations, Chase's subsidiary, Chase Communications Inc., will own the largest group of Fox-affiliated stations, other than the Fox organization itself. Only WPTY-TV is not a Fox affiliate.

The founder of the conglomerate, who was described by Freedman as having become a millionaire by the time he was 28, disclosed that he had found someone at the embassy he had not seen in almost 50 years—the ambassador, Jan Kinast. "He was an inmate with me at Auschwitz, in 1942 and 1943," said Chase. "I did not know that until this morning. So two people, born in the same country, sent to the same concentration camp, now celebrating a wonderful occasion for both of us, and for both countries." —LZ

CABLE'S TOP 50*

MSO's

The cable industry continues the trend toward consolidation, with the merger of Time Inc. and Warner Communications earlier this year creating a strengthened number-two MSO, the largest movement on BROADCASTING's Top 50 cable MSO list. Tele-Communications Inc., however, remains far and away number one, based on figures reflecting their consolidated and unconsolidated operations.

	Company	*Basic Subs*	*Homes passed*	*Pay Units*	*Basic Penetration*
1.	Tele-Communications Inc.	11,300,000	19,900,000	9,200,000	56.8
2.	ATC-Warner-Paragon	6,013,000	10,621,000	5,403,000	58.5
3.	Continental Cablevision	2,500,000	4,480,000	2,670,000	55.8
4.	Comcast Cable	2,281,225	3,928,885	1,847,980	58.0
5.	Cox Cable	1,528,390	2,612,719	1,293,057	58.5
6.	Cablevision Systems	1,396,357	2,340,323	2,703,947	59.7
7.	Jones Intercable	1,394,701	2,087,087	1,069,944	66.8
8.	Newhouse Broadcasting	1,196,000	1,808,000	1,110,000	66.0
9.	Times Mirror Cable	1,071,282	1,798,950	748,450	59.5
10.	Viacom Cable	995,000	1,625,000	671,000	61.2
11.	Cablevision Industries	991,228	1,570,736	748,466	63.1
12.	Sammons Communications	928,636	n/a	889,915	n/a
13.	Century Communications	804,600	n/a	453,100	n/a
14.	Adelphia Communications	804,000	1,183,000	559,000	68.0
15.	Falcon Cable	606,220	767,545	244,694	79.0
16.	TeleCable	603,494	888,501	n/a	68.0
17.	Cooke Cablevision	588,000	n/a	n/a	n/a
18.	Paragon Cable	550,000	1,115,000	470,000	49.3
19.	Scripps Howard	540,000	964,000	n/a	56.0
20.	MultiVision Cable	500,000	830,000	370,000	60.2
21.	Prime Cable	474,702	1,013,445	445,069	46.9
22.	Tele-Media	466,300	707,800	240,900	65.9
23.	Maclean Hunter	455,018	955,138	599,777	47.6
24.	Post Newsweek Cable	413,213	614,775	270,263	67.2
25.	TCA Cable	347,000	n/a	150,000	n/a
26.	Simmons Communications	345,000	528,000	185,000	65.3
27.	Rifkin & Associates	322,000	509,700	172,000	63.2
28.	Multimedia Cablevision	319,218	596,731	266,597	53.5
29.	Colony Communications	289,947	498,073	262,641	58.2
30.	Western Communications	287,800	377,783	161,293	76.2
31.	Cable Systems USA	279,506	453,886	125,388	61.6
32.	Star Cablevision	238,413	345,800	119,908	68.9
33.	Hauser Communications	231,500	502,000	261,700	46.1
34.	Service Electric	218,000	300,000	76,000	72.7
35.	Greater Media	205,177	340,419	213,953	60.3
36.	King Videocable	195,388	328,805	135,585	59.4
37.	Harron Communications	184,344	259,373	159,137	71.0
38.	Media General	181,785	280,919	223,687	64.7
39.	C-TEC Cable	174,751	281,308	139,630	62.1
40.	Sutton Capital	170,000	283,000	202,000	60.1
41.	US Cable Corp.	169,200	315,692	146,300	53.6
42.	Insight Communications	167,941	n/a	115,462	n/a
43.	Palmer Communications	165,355	219,937	65,096	75.2
44.	Wometco Cable	160,209	289,979	94,586	55.2
45.	Armstrong Utilities	154,338	195,925	89,293	78.8
46.	Summit Communications	141,415	224,047	97,327	63.1
47.	Northland Communications	140,554	205,876	53,757	68.3
48.	Booth American	126,335	171,676	77,375	73.6
49.	Susquehanna Cable	117,000	163,500	76,000	71.6
50.	United Video Management	116,913	170,265	83,146	68.7

*TCI figures include both consolidated and unconsolidated numbers, which include subscriber counts for United Artists, Heritage, Lenfest, Cencom, Communications Services, Taft Cable Partners, TKR Cable, Columbia International, WestMarc and Bresnan Communications, as well as TCI's portion of Storer Cable. ATC-Warner-Paragon figures include ATC, Warner Cable and Paragon Cable properties that are 50% owned by KBLCOM. Separate Paragon Cable listing is 100% owned by KBLCOM, and represents former Rogers properties.

Cooke Cablevision is in process of being broken up and sold to six other cable operators. So far, only TCA's purchase of systems serving 87,000 subscribers has closed. Other five deals involving Cooke's remaining 588,000 subscribers are set to close in January. Buyers (and approximate number of subscribers they are acquiring) are Falcon (60,000), Intermedia Partners (212,000), TCI (200,000), Chambers Cable Com (29,000) and Adelphia (80,000). Chart figures compiled by BROADCASTING and industry sources. "n/a" is not available.

C1750-1

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Dec 18

Paramount
Seasons Greetings from Hollywood's Winter Wonderland.
A Paramount Communications Company

59th Year 1989

INDUSTRY ASTIR

Vol. 117 No. 25

Broadcasting Dec18

Turner buy... Although details are still sketchy, it appears Turner Broadcasting System will buy MGM/UA's film library, consisting of almost 1,000 titles. **PAGE 43.**

News from Anaheim... As cable executives descended on Anaheim, Calif., for annual Western Cable Show, most pressing issue appeared to be proposed reregulation of cable. **PAGE 43.** Other issues were also discussed, including predictions from opening session panelists that networks' combined share of TV audience will almost certainly fall below 50% in next decade. **PAGE 44.** Prospects of cable deregulation bill get different odds from House and Senate counsels. **PAGE 45.**

L-r: John Malone, John McLaughlin, Ron Howard and Ted Turner

Trey Smith chairman of California Cable Television Association and VP, operations, Times Mirror Cable

Panelists list economic good news and bad facing cable's future. **PAGE 46.** SportsChannel takes Oakland A's and San Francisco Giants away from Pacific Sports Network. **PAGE 47.**

Saganksy signed... Officials at CBS and Tri-Star Pictures confirm that agreement has been reached enabling Tri-Star President Jeff Sagansky to assume head post at CBS Entertainment. **PAGE 50.**

50/ DEALER REPRISAL

Some auto dealers pull ads from several ABC affiliates, following story on network's *20/20*.

52/ NAME OF THE GAME

Many syndicators will bring their game shows to NATPE '90, competing for station interest, time period positioning and viewer response.

56/ NEW C-W SITCOM FOR NBC

NBC will add third situation comedy from producers Marcy Carsey and Tom Werner to its schedule.

68/ PEOPLEMETER REVIEW

Broadcast television networks unveil study of peoplemeters that says current system works, but could use improvement.

74/ REMATCH IN HDTV

It appears Leonard-Duran boxing match could be pivotal event that leads to widespread comercial use of high-definition television.

82/ CUBAN DELEGATION

Group of broadcasters, Representative Al Swift and some congressional staffers are traveling to Havana to discuss Cuban interference to American AM stations.

84/ NEW TV FRONTIER

BROADCASTING speaks with two principals of New Zealand's just-expanded TV broadcasting industry.

88/ U.S. RADIO VOICE

Time has come, according to audience research officer of Voice of America, for U.S. to combine VOA and Radio Free Europe/Radio Liberty.

97/ AD-VANTAGE

PaineWebber conference presents bullish ad forecasts for media next year.

119/ SPREADING THE NEWS

Malcolm S. (Steve) Forbes Jr., president and COO of Forbes Inc., and deputy editor in chief of *Forbes* magazine, has for past seven years, also headed Board for International Broadcasting, supervising Radio Free Europe and Radio Liberty.

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BY THE NUMBERS 1

The pairing of NBC's *True Blue* and *Mancuso, FBI*, which stars Robert Loggia (shown at right), seems to have helped the network's Friday night lineup. *True Blue* pulled in an 11.2 rating/19 share with its premiere in Week 12 from 9 to 10 p.m., better numbers than those garnered by the timeslot's predecessor, *Hardball*. That show went off the air for retooling after six weeks with a season to date average of 10.1/18. *Hardball*'s best rating in the Friday timeslot was a 10.4/18, while a Thursday night broadcast at 10 during Week Two brought in a 15.3/17, which represented a drop in ratings from a 90-minute debut in Week One on Thursday starting at 9:30 that scored a 17.8/30. *Mancuso*'s season average is currently at 10.3/19. The Week 12 installment pulled in an 11.0/20 to rank 51st for the week, the show's best numbers in the timeslot. (*Mancuso* also had an airing in NBC's *L.A. Law* timeslot on Thursday, during Week Five, when the show averaged a 13/22.). *True Blue* aired in Week 11 as an

"By the Numbers" continues on page 14

RATINGS ROUNDUP

Week 12 □ Dec. 4—Dec. 10

Rank/rating			Network	Show
1		24.3/39	N	*Cosby Show*
2		24.2/38	N	*Cheers*
3	▲	23.5/36	A	*Roseanne*
4		23.0/37	N	*Different World*
5		20.4/33	N	*Dear John*
6		19.9/35	N	*Golden Girls*
7	▲	19.6/31	C	*60 Minutes*
8	▼	18.9/28	C	*Murder, She Wrote*
9	▼	18.8/32	N	*L.A. Law*
10	▲	18.7/33	N	*Empty Nest*
11	▼	18.5/29	A	*Wonder Years*
12	▲	17.5/28	A	*Who's the Boss?*
13	▲	17.4/27	A	*Coach*
14	▲	16.3/25	N	*In the Heat of the Night*
15	▲	16.1/28	A	*Full House*
16	▼	15.8/25	N	*Unsolved Mysteries*
17	▲	15.7/24	C	*Designing Women*
18	▲	15.3/22	N	*Hunter*
18	▼	15.3/27	A	*Monday Night Football*
20		15.1/24	C	*Newhart*
20	▲	15.1/27	A	*20/20*
22	▲	15.0/23	N	*Hogan Family*
23	▼	14.9/24	N	*NBC Monday Movie*
24	▼	14.8/23	N	*Matlock*
25	▲	14.3/25	A	*Family Matters*
25	▲	14.3/21	C	*Murphy Brown*
27	▼	14.1/22	N	*Night Court*
28	▲	14.0/24	C	*Knots Landing*
29		13.9/22	A	*ABC Sunday Movie*
29	▼	13.9/25	N	*Amen*
29	▼	13.9/22	A	*Growing Pains*
32		13.8/24	N	*Midnight Caller*
33	▼	13.6/21	N	*ALF*
34	▲	13.4/22	C	*CBS Sunday Movie*
34	▼	13.4/21	A	*Head of the Class*
36	▲	13.2/22	A	*Perfect Strangers*
37	▲	12.8/21	A	*Just the Ten of Us*
38	▼	12.7/20	A	*Doogie Howser, M.D.*
39	▼	12.5/22	A	*thirtysomething*
40	▲	12.4/21	C	*Dallas*
41	▼	12.1/18	C	*Jake and the Fatman*
41	▼	12.1/19	C	*Major Dad*
43	▲	11.8/21	A	*China Beach*
44	▲	11.7/21	C	*Doctor, Doctor*
44	▲	11.7/19	N	*My Two Dads, Wed.*
46	▲	11.4/17	F	*Married...With Children*
47	▼	11.3/18	N	*NBC Sunday Movie*
47		11.3/20	N	*227*
49		11.2/19	N	*True Blue*
50	▲	11.1/17	F	*Totally Hidden Video*
51		11.0/20	N	*Mancuso, FBI*
51	▲	11.0/20	C	*Wiseguy*
53	▼	10.8/17	A	*MacGyver*
54	▼	10.1/18	A	*Anything but Love*
54	▼	10.1/16	C	*Rescue: 911*
56	▼	9.9/15	N	*Ann Jillian*
56	▲	9.9/18	C	*Falcon Crest*
56	▼	9.9/16	N	*Magical World of Disney*
56		9.9/15	C	*Night Before Christmas*
60	▲	9.8/15	F	*America's Most Wanted*
60	▼	9.8/18	N	*Quantum Leap*
60	▼	9.8/15	N	*Sister Kate*
63	▼	9.4/16	N	*Baywatch*
64		9.2/15	C	*Bugs Bunny Christmas*
64	▲	9.2/14	C	*Famous Teddy Z*
64	▲	9.2/15	A	*Life Goes On*
67	▲	9.0/14	C	*48 Hours*
68	▼	8.9/16	C	*Paradise*
69	▼	8.7/14	C	*CBS Tuesday Movie*
70	▲	8.4/13	A	*Free Spirit*
70	▼	8.4/14	A	*Mission: Impossible*
72	▼	8.2/13	A	*Young Riders*
73	▲	7.4/11	A	*Homeroom*
74	▲	7.3/13	F	*Cops*
74	▲	7.3/12	C	*Tour of Duty*
76	▼	7.2/13	A	*ABC Mystery Movie*
76	▲	7.2/11	F	*Open House*
78	▼	7.0/13	C	*Sat. Night with Connie Chung*
78	▼	7.0/12	C	*Snoops*
80	▼	6.9/11	C	*Top of the Hill*
81	▼	6.7/12	A	*Mr. Belvedere*
82	▲	6.6/12	A	*Living Dolls*
83	▼	6.2/10	F	*21 Jump Street*
84		5.4/9	A	*Koppel Report*
85	▼	5.3/8	F	*Alien Nation*
85		5.3/9	F	*Booker*
87	▼	4.8/9	F	*Reporters*
87		4.8/8	F	*Tracey Ullman Show*
89	▼	3.1/8	F	*Beyond Tomorrow*
89		3.1/5	F	*Garry Shandling's Show*

Guide to symbols
▼ —Down from last week
▲ —Up from last week
Denotes Nielsen and Broadcasting's own research.
[illegible]

FREEZE FRAMES: Top-ranked shows in Abritron's 14 metered markets for Week 12

Ranked first in seven cities: Boston, Chicago, Cleveland, Dallas, Denver, Houston, Philadelphia—*Roseanne* ABC

Ranked first in five cities: Atlanta, Detroit, Los Angeles, Miami, Washington—*Cosby Show* NBC

Ranked first in one city: New York—*Golden Girls* NBC

Ranked first in one city: San Francisco—*Cheers* NBC

From Week 11, ABC's *Roseanne* added Boston, Chicago and Denver, and dropped Miami. NBC's *Cosby Show* picked up Miami but lost New York to *Golden Girls*.

Source: Arbitron Ratings

Summary of Broadcasting & Cable

B R O A D C A S T I N G

SERVICE	ON AIR*	CP's[1]	TOTAL*
Commercial AM	4,966	257	5,223
Commercial FM	4,251	779	5,030
Educational FM	1,414	261	1,675
■ Total Radio	10,631	1,297	11,928
Commercial VHF TV	548	21	569
Commercial UHF TV	549	189	738
Educational VHF TV	123	5	128
Educational UHF TV	225	23	248
■ Total TV	1,445	238	1,683
VHF LPTV	300	205	505
UHF LPTV	324	1,508	1,832
■ Total LPTV	624	1,713	2,337
FM translators	1,797	310	2,107
VHF translators	2,717	122	2,839
UHF translators	2,176	427	2,603

C A B L E†

Total subscribers	50,997,000
Homes passed	73,900,000
Total systems	8,500
Household penetration†	56.4%
Pay cable penetration	29.4%

* Includes off-air licenses † Penetration percentages are of TV household universe of 90.4 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

"By the Numbers" continues from page 10

NBC Sunday movie and grabbed a 14/22.

The big three networks delivered a low 34.45 million households during Week 12, when they averaged a combined 37.4/61.7. With the holiday season, TV viewing tends to slump until about Week 15 or 16. NBC won the week with a 14.2/23.6 over ABC's 11.9/19.6 and CBS's 11.3/18.5. In the evening news race, ABC continues to chalk up consecutive wins. The current finish gave ABC an 11.2/21 win over CBS's 10.2/19 and NBC's 9.9/18.

For the third time this season, NBC won Monday night, this time with a 14.7/23.3 over ABC's 14.1/22.6. NBC also won Wednesday, Thursday and Saturday. ABC picked up Tuesday and Friday, while CBS held on to Sunday.

MarketScope

The Standard & Poor's moved up 1.09%, or 4.36, to close at 403.07, but the advance-decline ratio for the Stock Index was low, standing at 46-63 with 19 stocks unchanged. The ratio had been doing better over the last several weeks, with advances outpacing declines as of Dec. 6, 57-42, and running even the week ended Nov. 29 at 53 advances and 53 declines. The ratio dropped to 34-70 as of Nov. 21 after having pushed up to 68-45 at the close of trading on Nov. 15. In the same period of time, the S&P has moved up 3.84%, with the last three sessions each posting gains. The S&P last broke through the 400 level on the Stock Index in late September and early October, when, on Oct. 4, the index closed at 407.4. Over the last 12 months, the S&P has traded at a high of 410.49 and a low of 316.24 and is up 25.47% since the beginning of the year. Capcities/ABC (symbol CCB) picked up 8¼ to close at 546¼. Multimedia (MMEDC) lost 6½ to close at 84.

Stock Index Notes: T-Toronto. A-American. N-NYSE. O-NASDAQ. Bid prices and common A stock used unless otherwise noted. P/E ratios are based on earnings per share for the previous 12 months as published by Standard & Poor's or as obtained by Broadcasting's own research.

STOCK INDEX 1

BROADCASTING

BROADCASTING WITH OTHER MAJOR INTERESTS

[illegible]

STOCK INDEX 2

	Closing Wed Dec 13	Closing Wed Dec 6	Net Change	Percent Change	P/E Ratio	Market Capitali-zation (000,000)
N (NWS) News Corp. Ltd.	22	23 3/8	- 1 3/8	- 05.88	8	5,805
O (PARC) Park Commun.	20 1/2	20 3/4	- 1/4	- 01.20	22	404
O (PLTZ) Pulitzer Publishing	29	29		00.00	14	303
N (REL) Reliance Group Hold.	5 3/8	5 1/2	- 1/8	- 02.27	22	400
[illegible] Reuters Ltd.	44 3/4	40 7/8	3 3/8	08.90	27	22,735
[illegible] Stauffer Commun.	145	145		00.00	48	145
N (TMC) Times Mirror	35 1/2	37 1/8	- 1 5/8	- 04.37	13	4,545
A [illegible] TM Communications	7/32	3/16	1/32	16.66	-1	1
N (TRB) Tribune	47	44 3/4	2 1/4	05.02	15	3,445
A (TBS.A) Turner Bcstg. 'A'	54 7/8	55 7/8	- 1	- 01.78	-25	2,729
A (TBS.B) Turner Bcstg. 'B'	54 3/4	54 1/4	- 1/2	- 00.92	-25	1,440
A (WPO) Washington Post	269	271	- 2	- 00.73	18	3,438

	Closing Wed Dec 13	Closing Wed Dec 6	Net Change	Percent Change	P/E Ratio	Market Capitali-zation (000,000)
O [illegible]	24 5/8	24 1/2	1/8	00.51	14	[illegible]
N (SAA) Saatchi & Saatchi	12 1/8	13 1/2	- 1 3/8	- 10.18	6	[illegible]
O (TLMT) Telemation	2 1/4	2 1/4		00.00	-87	[illegible]
A (UNV) Unitel Video	14 1/4	14	1/4	01.78	22	[illegible]

PROGRAMING

	Closing Wed Dec 13	Closing Wed Dec 6	Net Change	Percent Change	P/E Ratio	Market Capitali-zation (000,000)
O (AATI) All American TV	[illegible]	[illegible]	- 1/4	[illegible]		2
A [illegible]	[illegible]	[illegible]	[illegible]	[illegible]	-1	[illegible]
O [illegible]	[illegible]	[illegible]	- 1/4	[illegible]	[illegible]	[illegible]
N (DIS) Disney	136 3/4	[illegible]	- 1 7/8	- 01.41	[illegible]	17,582
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
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[illegible]	[illegible]	[illegible]	[illegible]	07.10	[illegible]	[illegible]
[illegible]	1/4	1/4		[illegible]		1
[illegible] MCA	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	11
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
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[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	5 15/16	[illegible]	[illegible]	[illegible]	[illegible]
N [illegible] Warner	[illegible]	[illegible]	- 1	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

SERVICE

	Closing Wed Dec 13	Closing Wed Dec 6	Net Change	Percent Change	P/E Ratio	Market Capitali-zation (000,000)
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

CABLE

	Closing Wed Dec 13	Closing Wed Dec 6	Net Change	Percent Change	P/E Ratio	Market Capitali-zation (000,000)
A (ATN) Acton Corp.	15 7/8	14	1 7/8	13.39	[illegible]	[illegible]
O (ATCMA) Amer. TV & Comm.	43 [illegible]	46 1/2	- 2 7/8	[illegible]	[illegible]	[illegible]
O (CTEX) C-Tec Corp.	24 3/4	25	- 1/4	- 01.00	[illegible]	[illegible]
A (CVC) Cablevision Sys. 'A'	38	40	- 2	- 05.00	[illegible]	[illegible]
A (CTY) Century Commun.	11 [illegible]	12 3/4	- 1 [illegible]	[illegible]	[illegible]	[illegible]
O (CMCSA) Comcast	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
A (FAL) Falcon Cable Systems	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
O (JOIN) Jones Intercable	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
T [illegible] Maclean Hunter 'X'	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
T (RCI.A) Rogers Commun. 'A'	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
T (RCI.B) Rogers Commun. 'B'	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
O (TCAT) TCA Cable TV	[illegible]	[illegible]	- 1 [illegible]	[illegible]	[illegible]	[illegible]
O (TCOMA) Tele-Commun.	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
N (TWX) Time Warner	[illegible]	[illegible]	- 1 [illegible]	[illegible]	[illegible]	[illegible]
O (UACIA) United Art. Ent. A	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
O (UACIB) United Art. Ent. B	[illegible]	[illegible]	- 1	[illegible]	[illegible]	[illegible]
N (VIA) Viacom	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
N [illegible] Western Union	7/16	7/16		[illegible]		[illegible]
O [illegible]	[illegible]	31 3/4		[illegible]	[illegible]	[illegible]

EQUIPMENT & MANUFACTURING

	Closing Wed Dec 13	Closing Wed Dec 6	Net Change	Percent Change	P/E Ratio	Market Capitali-zation (000,000)
N [illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
N [illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
O [illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
N [illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
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N [illegible]	[illegible]	[illegible]	- 1 [illegible]	[illegible]	[illegible]	[illegible]
N [illegible]	[illegible]	[illegible]	- 1 [illegible]	[illegible]	[illegible]	[illegible]
N [illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
N [illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
N [illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
N [illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
O [illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
O [illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
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N [illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
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N [illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
N [illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
N [illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
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N [illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
N [illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Standard & Poor's 400	[illegible]	[illegible]	[illegible]	[illegible]		[illegible]

tion owners, general managers and sales managers. Notre Dame, Ind. Information: National Association of Broadcasters Radio Office, (202) 429-5420.

June 10-14—*Broadcast Promotion and Marketing Executives and Broadcast Designers Association* annual conference. Bally's, Las Vegas.

■ **June 15-16**—*Texas Association of Broadcasters*

"Datebook" continues on page 102.

Open Mike

Facts of life

EDITOR: I can neither prove nor disprove (has anyone statistics?) Mr. Amos Hostetter's negative view of the argument that the broadcasting signals are the most valuable to cable in the Dec. 4 BROADCASTING.

His quote, though, that "If the broadcast programing is what the subscribers want, they can simply erect an antenna and get it" made my all-time laugh list.

Mr. Hostetter may know cable. He clearly does not know New York. The last time I asked my landlord (not everyone in New York, and I suspect this may be true of other locations, owns their own houses with picket fences or land; we have land "lords") for permission to hang a shortwave antenna wire out the window, he threatened to call the cops.

In the case of a TV antenna on the roof (*his* roof, Mr. Hostetter), the going monthly rental for same would probably allow me to buy a cable system in a tertiary market over a few years' time.

I do not wish to live in a tertiary market and I *do* wish to watch broadcast programs. The only way (and I suspect I am not alone and this is not only true of New York) many apartment dwellers can receive broadcast programs is via cable. (An apartment dweller, Mr. Hostetter, is someone who generally lives in a city where over-the-air reception is very poor. In my case, not poor: impossible.)

Perhaps we can make a deal. If Mr. Hostetter will educate me on the tastes and desires of cable program (not cable, but cable program) viewers, I will be happy to introduce him to the New York landlord, a breed whose greed and avarice is such that, as several lawyers of my acquaintance have pointed out, they are to be approached only with a lawyer—and a whip—in hand.—*Bert Cowlan, consultant, New York.*

Commercial complaint

EDITOR: As a television instructor in the broadcasting department of Chicago's Columbia College, I often share with my students examples of what I consider to be questionable ethics on television. Recently, I asked my students what they thought about the ad campaign launched by Stroh's in which various contemporary political figures such as Daniel Ortega and Fidel Castro are given a lip-sync track, a la Woody Allen's "What's Up Tiger Lily?" to pitch Stroh's Light. They all agreed the ads were funny, and most all knew the lines from the ads, but when I asked them "Who is Daniel Ortega?" an icy silence descended. Finally one brave soul ventured, "Isn't he the president of Israel?" To anyone in the field of teaching, this isn't funny, it's just business as usual in a world where media trivializes all.

Recent surveys have shown that not only students but average Americans have trouble even locating the United States on a map of the world. The same taxpayers funding our continued involvement in Central America probably think Nicaragua is next door to Poland, or maybe Iowa. Should the leader of an emerging third-world country be portrayed as a buffoon for a beer ad? How does a young mind sort out the news from the ads when only the funny voices change? Does the "bona fide news" category allow for such paradoxical images?

I told my students I would write this letter in hopes of stirring some debate among your readers. I, for one, would like to hear some of the real words coming from Daniel Ortega more often on the news, instead of lip service from Stroh's.—*Brian K. Read, faculty, television department, Columbia College, Chicago.*

MEDIA
BIAS
here's how it's done

AIM'S MEDIA MONITOR for Dec. 13 tells how inaccurate reporting blamed the murder of the 6 priests in El Salvador on the army or right-wing death squads and tells why that may be wrong.

To balance your news get Media Monitor, AIM's provocative daily radio program. For a sample tape contact Debby Lambert

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Bullish ad forecasts for media in 1990

Prognosticators at PaineWebber panels see strong advances by cable, syndicated TV, radio

Advertisers were told to expect very gradual improvements in growth rates for the 1990's at the opening panel of PaineWebber's 17th annual conference on the Outlook for Media last week. Broadcasters were optimistic, and cable executives were bullish in their outlooks for their respective industries.

Robert J. Coen, senior vice president and director of forecasting, McCann-Erickson advertising agency, predicted that advertising expenditures in the U.S. in 1990 would increase by 6.2% over 1989 to $132.64 billion.

Advertising spending in the U.S. for 1989 grew by 5.8% to $124.84 billion, said Coen, slightly less than the 6.1% growth he had predicted for the year. "The surprise was the strength in the major mass consumer media," said Coen. "This is really good news—a sign that there is some developing strength in the advertising demand of the major mass consumer media." Coen noted that national broadcast media did better than expected, as did national print (newspapers and magazines).

Among the seven categories of major mass media that posted increases in national budgets in double digits were cable TV (a 30% increase to $1.225 billion); syndication TV (a 35% increase to $1.215 billion), and radio (network and spot), with a 10.4% increase to $2.035 billion. Total national advertising grew at a rate of 5.9% to $69.5 billion.

Local media posted gains as well. According to Coen's numbers, local television ad expenditures in 1989 increased 6.9% to $7.775 billion (versus 1.0% increase for network TV to $9.26 billion and spot TV at $7.4 billion, a 3.5% increase). Local radio increased 6.6% to $6.35 billion. Newspapers posted moderate gains at both the national level (3.2% to $3.7 billion) and at the local level (4.3% to $28.81 billion). Total local media increased at a 5.5% rate to a total $55.34 billion.

Coen believes that a number of mixed factors will affect the outlook for the 1990 advertising numbers. Most notably, he sees present economic expectations for a slow 1990 to be indicative of a coming recession. Looking at 1989 numbers, the country had a nominal GNP growth rate of 7.2% and an ad rate growth of only 5.8%. If the economy does slow down, the ad rate growth will slow down as well. However, 1990 will not be a post-Olympic year, and a cursory look at recent trends in top and secondary product categories reveals that the marketplace looks better than it did in 1985, the previous post-Olympic year.

In the top product categories, automobiles and restaurants posted large increases, even though both categories spent heavily in the Olympics. Automobiles showed a 12% increase in spending for 1989, and restaurants increased their spending by 8%. Figures reported include spending in network TV, spot TV and magazines.

In the secondary products category, Coen reported that the media marketplace looks better as well. Cigarettes showed a 21% increase (all in the magazine category) and apparel showed an overall growth of 19%. "We do see signs under the surface," said Coen, "that in the media marketplace, ad demand is picking up. But it is a gradual thing."

Coen also sees an end to the huge mergers and acquisitions that have affected spending, restructuring led to a decrease in ad demand. He sees marketers getting back to focusing on traditional advertising and marketing concerns.

The U.S. advertising outlook in 1990 (compared to 1989): national broadcast up 6.9% to $22.59 billion; national print up 6.6% to $11.14 billion; direct mail up 5.5% to $23.395 billion, and other national up 6.2% to $16.725 billion, for a national total of $73.85 billion, a 6.3% increase.

Local advertising projections have newspaper up 6% to $30.54 billion; broadcast up

Breaking out the '89 budgets of national advertisers

	% change over '88	(in $000,000)
Network TV	+1.0	$9,260
Spot TV	+3.5	7,400
Cable TV	+30.0	1,225
Synd. TV	+35.0	1,215
Net & spot radio	+10.4	2,035
Magazines	+11.2	6,750
Newspapers	+3.2	3,700
Subtotal	+6.5	31,585
Direct mail	+5.0	22,175
Yellow Pages	+10.0	1,040
Other nat. media	+5.8	14,700
Total national	+5.9	69,500
Local papers	+4.3	28,810
Local TV	+6.9	7,775
Local radio	+6.6	6,350
Yellow Pages	+7.0	7,315
Other loc. media	+6.8	5,090
Total local	+5.5	55,340
Grand total	+5.8	124,840

(Source: McCann-Erickson)

SOLD!

WOYE-FM, Mayaguez, Puerto Rico, has been sold by **Pepino Broadcasters, Inc.**, Felix A. Bonnet Alvarez and family, Principals to **Prime Time Radio Corporation**, Rafael Oller and J.P. McCloskey, Principals for **$2,800,000.**

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Fifth Estate Earnings Reports

Company	Period	Revenue (000)	% change	Earnings (000)	% change	EPS
Home Shopping Network	First	$255,200	27	$20,200	85	$0.21
Siscom	First	$436	-51	($144)	NM	($0.05)
Spelling Entertainment	First	$38,145	213	$5,813	45	$0.05

In first quarter, **Home Shopping Network** net income include $5 million extraordinary gain from repurchase of $28 million in debt, compared to similar gain of $4.7 million in prior year's first quarter. ■ **Siscom** had net income of $124,400 in prior year's first quarter. Company explained just-released results as due to "fewer than expected NewsPro sales." ■ Increase in revenue and operating income for **Spelling Entertainment** was attributed by company to added results of Worldvision Enterprises and Laurel Entertainment, neither of whose results were included in year-ago quarter's results.

6.6% to $15.04 billion; Yellow Pages up 6% to $7.755 billion, and other local up 6.9% to $5.455 billion for a local total up 6.2% to $58.79 billion, added to the national total give a grand total of $132.64 billion, a 6.2% increase.

Overseas advertising spending increased by 5% in 1989 to $127.4 billion, reported Coen. The projection for 1990 for overseas ads shows a 5% growth rate for an estimated total of $133.7 billion. Total world ad expenditures are up 5.3% for 1989 to $252.2 billion and projected to rise 5.6% for 1990 to $266.3 billion.

Clay Timon, vice president and director, worldwide advertising, Colgate-Palmolive Co., addressed the trends that he, as a client, sees ahead for the advertising marketplace, including a continuing trend toward "global brand alignment—a usage of fewer agencies and broader assignments on a global basis." Second, he finds that "global branding" is becoming more and more important. He sees the growing prevalence of global branding as an opportunity for smaller firms to become more local.

Also of growing importance to the advertising community, said Timon, is a trend toward integrated communications: "More and more advertisers are beginning to use the affiliated or subsidiary arms of their advertising agencies," he said.

Television network revenue for 1989 will finish about flat with 1988, predicted David Poltrack, senior vice president, planning and research, CBS/Broadcast Group. Adjusting the numbers for the 1988 Olympics, the underlying growth rate is approximately 6%. Looking ahead, Poltrack forecasts a gain of 8% or 9% in the three networks' revenue for 1990. In his five-year forecast, Poltrack sees a compound growth rate of about 7.5% for the networks, with national television advertising growing at 9%, with cable and syndication outpacing the networks by a decreasing percentage each year.

The status of the Fox Television Network will probably change by 1995, says Poltrack. Currently, Fox's advertising is counted as part of the syndication television category. By 1995, Poltrack believes that Fox will achieve full network status, lowering the syndication growth rate and increasing that of the networks.

Poltrack does not see a proliferation of competitors confronting the networks in the 1990's. "The twin forces of cable and VCR penetration growth and competitive proliferation will not drive down network shares in the 1990's to the extent they did in the 1980's," he said. "The battle for viewers in the 1990's will be fought on the programing and marketing fronts."

Poltrack expects more competition from cable in original programing, but largely due to "intra-cable" competition than as a challenge to the broadcast networks. Poltrack also views the intra-cable competition as a force that will eventually lead to consolidation in the cable industry.

Consolidation in the independent television sector has already begun, according to Poltrack. "The agent of consolidation is the Fox Television Network," he said. By lining up the nation's strongest independent stations as affiliates, Poltrack said, "it has made those stations stronger." By the same token, argued Poltrack, Fox has made the rest of the independents weaker.

"As Fox moves to full network status," he said, "the nonFox independents will be affected in two ways." Those stations will continue to lose audience to Fox affiliates, he said, and Fox will undermine the economic base of the national spot television market by drawing money out of that market. Another possible fallout from Fox, said Poltrack, is for nonaffiliated stations to join in ad hoc networks, or "perhaps even a fifth network," he said.

Poltrack closed by expressing a desire to see both the consent decrees and the financial interest and syndication rules eliminated. Poltrack said that only then would he consider the playing field level. "Given that level playing field," he said, "we are confident that the networks will not only survive, but thrive, during the 1990's."

HBO's Bigelow predicts number of pay TV homes will increase by 1995

Speaking on the outlook for cable, Thayer Bigelow Jr., president, Home Box Office Inc., projected an increase of 7 million pay cable television homes by 1995 (from the current 22.3 million homes) and an increase of 13 million basic cable television homes from the nearly 50 million wired today. By 1995, Bigelow expects cable penetration to

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for

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(Dean Landsman, President)

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There are a number of factors that Bigelow sees shaping television in the 1990's. He sees the continued fragmentation and proliferation of channels as a factor increasing the competition for television viewers as well as increased ownership and usage of VCR's and the use of remote controls (that are now found in 73% of TV homes, said Bigelow). Once a remote is introduced into a home, he said, channel switching increases 75%.

Bigelow and HBO Inc. believe that heavy promotion and advertising in the marketplace can substantially increase the number of viewers converting to pay television. According to the HBO executive, a $40 million advertising and promotion campaign can increase the number of subscribers by 10%. —LC

TV rep report

WFTS(TV) Tampa, Fla.—To Katz Independent Television from Blair Television.

□

WTAT-TV Charleston, S.C.—To Seltel from Blair Television.

□

KPDX(TV) Vancouver, Wash. (Portland, Ore.)—To Petry Television from MMT Sales.

□

WEHT(TV) Evansville, Ind.—To Blair Television from Katz.

□

WYTV(TV) Youngstown, Ohio—To Petry National Television from MMT Sales.

□

KMEG(TV) Sioux City, Iowa—To Adam Young Inc. from MMT.

□

WSYT(TV) Syracuse, N.Y.—To Petry National Television from Katz Television.

□

WJKS(TV) Jacksonville, Fla.—To Harrington, Righter & Parson from MMT Sales.

□

KCIK(TV) El Paso—To Petry National Television from MMT Sales.

□

WLUC-TV Marquette, Mich., and KTVO(TV) Kirksville, Mo. (Ottumwa, Iowa)—To Blair Television from MMT Sales.

□

WMSN-TV Madison, Wis.—To Petry National Television from MMT Sales.

□

KIDY(TV) San Angelo, Tex.—To Adam Young Inc. from ITS.

□

WFXI-TV Greenville-New Bern-Washington, N.C.—To Seltel (no previous rep).

Changing Hands

KSMS(TV) Monterey, Calif. □ Sold by Schuyler Broadcasting Corp. to KSMS-TV Acquisition Ltd. for $2.6 million. **Seller** is headed by William and Kristine Schuyler (husband and wife) and has no other broadcast interests. **Buyer** is headed by Joseph K. Green and Gilles S. Attia. Daniel L. Villanueva, 18.88% shareholder of VCF Management Co., partner of KSMS-TV Acquisition Ltd., has interests in KBRG(FM) Fremont, KLOK(AM) San Jose and KSRT(AM) Orange, all California. KSMS is independent on ch. 67 with 2,306.2 kw visual, 281.1 kw aural and antenna 2,365 feet above average terrain.

WHAL(AM)-WYCQ(FM) Shelbyville, Tenn. □ Sold by Tenncom Ltd. to Lenk Broadcasters Co. for $2.5 million. **Seller** is headed by Jerry Oakley and also has interest in WLHQ-AM-FM Enterprise, Ala., and WIRC(AM)-WXRC(FM) Hickory, N.C. **Buyer** is headed by Bayard Walters, who also owns WVEL(AM)-WGLO(AM) Pekin, WSHY-AM-FM Shelbyville and WMCI(FM) Mattoon, all Illinois; WKCM(AM) Hawesville, Ky., and WCTZ(AM) Clarksville, Tenn. WHAL is fulltimer on 1400 khz with 1 kw. WYCQ is on 102.9 mhz with 100 kw and antenna 820 feet above average terrain. *Broker: Blackburn & Co.*

KRRG(FM) Laredo, Tex. □ Sold by Laredo Broadcasting Co. Inc. to Sunbelt Radio Group Inc. for $1,150,000. **Seller** is headed by Lynn Gerstein and has no other broadcast interests. **Buyer** is headed by Richard N. Lea and has no other broadcast interests. KRRG is on 98.1 mhz with 100 kw and antenna 737 feet above average terrain. *Broker: Thoben & Van Huss & Associates.*

KTME(AM)-KRQK(FM) Lompoc-Santa Maria, Calif. □ Sold by Crystal Broadcasting to Nova Broadcasting for $1.5 million. **Seller** is owned by Benton Family, headed by Harry Benton, and controls KUIC(FM) Vacaville, Calif. **Buyer** is newly formed company. Gregg Peterson, general partner, is former general manager of WBBM(AM) Chicago. KTME is fulltimer on 1410 khz with 500 watts daytime and 100 watts nighttime. KRQK is on 100.3 mhz with 3.658 kw and antenna 862 feet above average terrain. *Broker: Media Venture Partners.*

KFKF(AM) Kansas City, Kan. □ Sold by KFKF Broadcasting Inc. to KCBR-AM Limited Partnership for $800,000. **Seller** is subsidiary of Sconnix Broadcasting, headed by Scott McQueen, and is licensee of WMXJ(FM) Pompano Beach, Fla.; WLLR(FM) East Moline, and WMRZ(AM) Moline, both Illinois; WIBC(AM)-WKLR(FM) Indianapolis; KFKF-FM Kansas City, Kan.; WBMD(AM) Baltimore, WQSR(FM) Catonsville and WPTX(AM)-WMDM-FM Lexington Park, all Maryland, and WLNH-AM-FM Laconia, N.H. Buyer is headed by William R. Johnson and has no other broadcast interests. KFKF is fulltimer on 1340 khz with 1 kw.

KUNA(AM) Indio, Calif. □ Sold by Southern CA

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December, 1989

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Broadcasting Dec 25

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59th Year 1989

PROGRAM MARKETPLACE

CALL TO ARMS

Vol. 117 No. 26

Broadcasting Dec25

Pay for carriage...

Broadcast industry's campaign to force cable operators to pay for carriage of broadcast signals gains momentum on Capitol Hill. **PAGE 19.**

NBC game plan...

Network says it is committed to game shows. **PAGE 19.**

Panama press...

Although, as one news executive said, "it was better than Grenada" in terms of press access, journalists have rough time reporting initial stages of U.S. military invasion of Panama. **PAGE 25.**

ABC News

17/ DELICATE BALANCE

In this week's "Monday Memo," INTV President Jim Hedlund says it is time for broadcasting and cable to find common ground for TV sports.

20/ TAKING HIS CHANCE

Tri-Star Pictures President Jeff Sagansky, just named CBS Entertainment president, says it was challenge of CBS's programing situation and his background in broadcasting that attracted him to job.

21/ ABC'S SERIES PLAN

ABC gives commitments to new series, including new projects from writer-producer-director Jim Brooks, Oprah Winfrey's Harpo Productions, and *L.A. Law* co-creator, Stephen Bochco.

22/ SMALL STRENGTH

Nielsen's November sweeps results for syndication shows children's programs doing particularly well.

24/ TEAM PLAYERS

FCC Chairman Alfred Sikes assembles diverse mix of people to help him make policy at commission.

30/ IN THE HEAT OF LATE NIGHT

Late night is being viewed by some as perhaps final frontier among dayparts. There are number of contenders ready to stake their claim.

Arsenio Hall with singer Whitney Houston

32/ NEW FOR TURNER

Turner Broadcasting will bring possibly three new weekly first-run barter series to NATPE, available for next fall.

33/ COUNTING THE HOURS

Despite general flatness of broadcast market for syndicated hours, some still see potential and are having some success with long-form shows.

35/ ENOUGH FOR ALL

Latest FCC study predicts that when time comes for broadcasters to use additional spectrum for terrestrial transmission of HDTV, there will be enough spectrum to go around.

36/ NLC MOVE

National League of Cities executive director, Alan Beals, resigns after 22 years.

40/ FROM THE BIRDS

Although overnight delivery of advertising is normally domain of dub-and-ship companies, at least one group feels it is ahead of curve with its satellite-delivered ads.

42/ EN BANC RESPONSE

Reply comments to FCC's AM en banc hearing from various broadcasting factions shows room for agreement on expanded band allocation.

63/ ALL-AMERICOM

Americom's Dan Gammon enjoys playing Monopoly with his children, driving his Chevy Nova and, since 1984, helping company he co-founded become leading station broker.

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BY THE NUMBERS 1

Fox's *Married with Children*, pictured, pulled its best rating this season (or last season), when it scored an 18.4 rating and a 27 share on Sunday at 9. *Married*, which has a 12.5/19 season-to-date average and a season-to-date rank of 48, ranked 13th for the week, bolstered by the lead-in from the animated *Simpsons Christmas Special* at 8:30, which ranked 30th for the week with its 14.5/22.

While NBC won the ratings race with a 14.6/24.1 for Week 13, CBS managed to move into second place by posting a 12.6/20.8 over ABC's 12.3/20.3. CBS won two nights during Week 13, its traditional Sunday, and for the first time this season, Friday. A *Rudolph the Red Nosed Reindeer* special at 8 on Friday pulled a 15.8/27, beating both NBC's *Baywatch* and ABC's *Full House* and

"By the Numbers" continues on page 11

RATINGS ROUNDUP

Week 13 ◻ Dec. 11–Dec. 17

Rank/rating			Network	Show
1	▲	23.7/34	A	*Roseanne*
2		22.5/36	N	*Cheers*
3	▼	22.2/37	N	*Cosby Show*
4	▲	20.5/36	N	*Golden Girls*
5	▼	20.4/33	N	*Different World*
6	▲	19.8/35	N	*Empty Nest*
6	▲	19.8/32	C	*60 Minutes*
6	▲	19.8/30	A	*Wonder Years*
9	▼	19.3/31	N	*Dear John*
10	▼	19.2/33	N	*L.A. Law*
11	▼	18.9/29	C	*Murder, She Wrote*
12	▲	18.8/33	A	*Monday Night Football*
13	▲	18.4/27	F	*Married...With Children*
14	▼	18.3/28	A	*Who's the Boss?*
15		17.6/33	N	*Bob Hope's Christmas Special*
16	▼	17.5/26	N	*In the Heat of the Night*
16	▲	17.5/27	N	*Matlock*
18	▼	17.1/26	A	*Coach*
19	▼	16.9/25	C	*Designing Women*
19	▼	16.9/27	N	*Unsolved Mysteries*
21		16.1/28	A	*Julie and Carol: Together*
22		15.8/27	C	*Rudolph-Red Nosed Reindeer*
23	▲	15.5/24	A	*Doogie Howser, M.D.*
24	▲	15.4/28	N	*Amen*
25	▲	15.2/25	A	*Growing Pains*
26	▼	15.0/23	N	*Hogan Family*
27	▲	14.8/23	A	*Head of the Class*
28	▼	14.6/22	C	*Murphy Brown*
28	▼	14.6/23	C	*Newhart*
30		14.5/22	F	*Simpsons Christmas Special*
31	▲	14.4/23	N	*ALF*
32		14.2/22	N	*Christmas in America*
33	▲	14.0/22	C	*Jake and the Fatman*
34	▲	13.8/24	C	*Dallas*
35	▼	13.7/23	C	*Knots Landing*
36	▼	13.4/23	A	*Full House*
37	▲	13.3/21	A	*Anything but Love*
37	▲	13.3/21	C	*CBS Tuesday Movie*
37	▼	13.3/21	N	*NBC Monday Movie*
37	▼	13.3/25	A	*20/20*
41	▼	13.2/22	N	*Midnight Caller*
42	▲	13.1/21	N	*NBC Sunday Movie*
43	▲	13.0/24	N	*227*
44	▼	12.5/21	A	*Perfect Strangers*
45	▲	12.4/20	N	*Magical World of Disney*
46	▲	12.3/19	C	*Rescue: 911*
47	▼	12.2/20	A	*thirtysomething*
48	▲	12.1/20	C	*48 Hours*
48	▲	12.1/20	A	*MacGyver*
48	▼	12.1/19	C	*Major Dad*
51	▼	12.0/20	A	*Just the Ten of Us*
52	▲	11.7/18	F	*America's Most Wanted*
52	▼	11.7/19	C	*CBS Sunday Movie*
54	▼	11.5/18	C	*Beauty and the Beast*
55	▼	11.3/19	C	*Doctor, Doctor*
55	▲	11.3/19	A	*Family Matters*
57	▼	11.2/18	A	*ABC Sunday Movie*
58	▼	11.1/19	N	*True Blue*
59	▼	11.0/19	C	*Wiseguy*
60	▼	10.2/19	C	*Falcon Crest*
61	▲	10.1/16	A	*Young Riders*
62	▼	10.0/19	N	*Mancuso, FBI*
63		9.7/17	N	*Baywatch*
63	▲	9.7/15	C	*Famous Teddy Z*
65	▼	9.6/14	N	*Sister Kate*
66	▼	9.4/14	N	*Ann Jillian*
66		9.4/17	C	*Hallmark Hall of Fame*
68		9.1/15	C	*Island Son*
68	▼	9.1/16	N	*Quantum Leap*
70	▲	8.8/16	A	*Mystery Movie*
71	▲	8.5/14	F	*Tracey Ullman Show*
72	▼	8.2/13	A	*Mission: Impossible*
73		7.5/13	A	*PrimeTime Live*
74	▲	7.0/13	A	*Mr. Belvedere*
75	▲	6.9/11	F	*Booker*
76	▲	6.8/12	A	*Living Dolls*
77	▲	6.7/13	C	*Sat. Night with Connie Chung*
78		6.5/11	A	*Trans-Antartica Expedition*
79	▼	6.3/12	F	*Cops*
80	▼	6.1/11	F	*Open House*
81	▼	5.8/9	A	*Free Spirit*
82	▲	5.6/8	F	*Alien Nation*
83		5.4/9	F	*21 Jump Street*
84	▼	5.2/8	A	*Homeroom*
85	▲	4.9/9	F	*Reporters*
86	▲	2.8/5	F	*Beyond Tomorrow*

Guide to symbols
▼ —Down from last week ▲ —Up from last week ◻ —Premiere broadcast

Source: Nielsen and Broadcasting's own research.

FREEZE FRAMES: Current network standings as of Week 13, Dec. 11–Dec. 17

Network averages		Demographic ratings				Season to date ratings	
Prime time	Evening news		ABC	CBS	NBC	1989–90	1988–89
NBC: 14.6 24.1	ABC: 11.0 20	Viewers 2	7.8	7.9	9.3	NBC: 14.9	NBC: 16.2
CBS: 12.6 20.8	CBS: 10.4 19	Women 18-49	7.9	8.2	9.0	ABC: 13.2	ABC: 13.2
ABC: 12.3 20.3	NBC: 10.2 19	Men 18-49	7.1	5.8	7.2	CBS: 12.3	CBS: 12.0

Summary of Broadcasting & Cable

BROADCASTING

SERVICE	ON AIR	CP's[1]	TOTAL *
Commercial AM	4,966	257	5,223
Commercial FM	4,251	779	5,030
Educational FM	1,414	261	1,675
■ Total Radio	10,631	1,297	11,928
Commercial VHF TV	546	21	567
Commercial UHF TV	540	199	739
Educational VHF TV	123	5	128
Educational UHF TV	225	23	248
■ Total TV	1,436	248	1,684
VHF LPTV	300	205	505
UHF LPTV	324	1,508	1,832
■ Total LPTV	624	1,713	2,337
FM translators	1,797	310	2,107
VHF translators	2,717	122	2,839
UHF translators	2,176	427	2,603

CABLE†

Total subscribers	50,897,000
Homes passed	73,900,000
Total systems	8,500
Household penetration†	56.4%
Pay cable penetration	29.4%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

"By the Numbers" continues from page 10

Family Matters. CBS also won 9-10 p.m. when *Dallas* scored a 13.8/24.

The rest of the week: ABC won Monday, Tuesday and Wednesday and NBC took Thursday and Saturday.

In the evening news race, ABC's *World News Tonight* won first place again with an 11.0/20. CBS had a 10.4/19, while NBC had a 10.2/19.

MarketScope

The Standard & Poor's Industrials fell 11.21 points to close at 391.86 on Dec. 20. That brought the S&P close to its Nov. 29 closing level of 392.67. The advance-decline ratio for the 128 stocks tracked on the Stock Index weighed heavily on the decline side, standing at 20-90, with 18 stocks unchanged. Among the six groups tracked on the Stock Index, the Equipment and Manufacturing group had the worst week; with 20 declines, only two advances (M/A-Com and Matthews Studio Equipment) and three stocks unchanged. The Programing group also had a bad week, with a 2-19 advance-decline ratio and six stocks unchanged; the two advancing stocks were dick clark (symbol DCPI) and Video Jukebox (JUKE), which closed at 6¾ and 7⅛, respectively.

Overall, Disney, Capcities, CBS and Time Warner fell the most, with Disney's stock (DIS) tumbling 18¾, or 14.3%, to close at 112 last Wednesday. As of 2 p.m. last Thursday DIS had picked up 2⅝ and was trading at 114⅝. Capcities (CCB) fell 15¼, or 2.8%, to close at 531 on Wednesday. As of last Thursday, CCB had dropped another five points to 526. CBS, which dropped 15⅛ to 181¾ as of Wednesday, was holding there on Thursday. Time Warner (TWX) fell 9⅛ over the seven-day period and closed on Wednesday at 118⅞. By Thursday, TWX had picked up slightly and was trading at 119¾.

Stock Index Notes: T-Toronto, A-American, N-NYSE, O-NASDAQ. Bid prices and common A stock used unless otherwise noted. P/E ratios are based on earnings per share for the previous 12 months as published by Standard & Poor's or as obtained by Broadcasting's own research.

STOCK INDEX 1

BROADCASTING

	Closing Wed Dec 20	Closing Wed Dec 13	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
N (CCB) Capital Cities/ABC	531	546 1/4	- 15 1/4	- 02.79	22	9,557
N (CBS) CBS	181 3/4	196 7/8	- 15 1/8	- 07.68	16	4,294
A (CCU) Clear Channel	12	12 1/8	- 1/8	- 01.03	100	43
A (HTG) Heritage Media	3	3		00.00	-2	139
O (JCOR) Jacor Commun.	5 7/8	5 1/2	3/8	06.81	-4	58
N (LINB) LIN	119 1/4	120	- 3/4	- 00.62	65	6,121
O (OBCCC) Olympic Broadcast	13/32	1/2	- 3/32	- 18.75		1
O (OSBN) Osborn Commun.	10 1/2	10 1/8	3/8	03.70	[illegible]	70
O (OCOMA) Outlet Commun.	23 3/4	24	- 1/4	- 01.04	20	155
A (PR) Price Commun.	4 1/2	4 7/8	- 3/8	- 07.69	-6	41
O (SAGB) Sage Broadcasting	2 3/4	2 3/4		00.00	-2	10
O (SCRP) Scripps Howard	67	72 1/2	- 5 1/2	- 07.58	34	691
O (SUNNC) SunGroup Inc.	1 7/8	1 7/8		00.00	-2	4
O (TLMD) Telemundo	5 1/4	5 1/2	- 1/4	- 04.54	-2	[illegible]
O (TVXBC) TVX Broadcast	4	4 1/8	- 1/8	- 03.03		23
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

BROADCASTING WITH OTHER MAJOR INTERESTS

	Closing Wed Dec 20	Closing Wed Dec 13	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
N (BLC) A.H. Belo	37	37 3/4	- 3/4	- 01.98	42	[illegible]
N (AFL) American Family	17 1/8	16 7/8	1/4	01.48	16	[illegible]
O (ACCMA) Assoc. Commun.	34	35	- 1	- 02.85	-82	[illegible]
N (CCN) Chris-Craft	28 3/8	28 1/8	1/4	00.88	91	[illegible]
O (DUCO) Durham Corp.	30 3/4	32 7/8	- 2 1/8	[illegible]	28	[illegible]
N (GCI) Gannett Co.	41 1/8	41 7/8	- 3/4	- 01.79	17	[illegible]
O (GACC) Great Amer. Comm.	9 1/4	9 3/8	- 1/8	- 01.33	-2	[illegible]
N (JP) Jefferson-Pilot	36 1/8	40	- 3 7/8	[illegible]	14	[illegible]
N (KRI) Knight-Ridder	50 7/8	51 3/4	- 7/8	- 01.69	12	[illegible]
N (LEE) Lee Enterprises	24	24 5/8	- 5/8	[illegible]	18	[illegible]
N (LC) Liberty	41	40	1	02.50	25	[illegible]
N (MHP) McGraw-Hill	53 7/8	57 5/8	- 3 3/4	[illegible]	13	[illegible]
A (MEGA) Media General	30 3/4	32 1/8	- 1 3/8	- 04.28	205	[illegible]
N (MDP) Meredith Corp.	30	31 5/8	- 1 5/8	- 05.13	17	[illegible]
O (MMEDC) Multimedia	68	64	4	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

STOCK INDEX 2

[illegible]

PROGRAMING

[illegible]

SERVICE

[illegible]

CABLE

[illegible]

EQUIPMENT & MANUFACTURING

[illegible]

Building, New York. Information: David Bialek, (212) 752-3322.

■ **Jan. 17**—*National Academy of Television Arts and Sciences, New York chapter,* luncheon. Speaker: Norm Fein, news director, Rainbow News 12. Copacabana, New York.

Jan. 18-21—*Radio Advertising Bureau* annual Managing Sales Conference. Loews Anatole, Dallas.

Jan. 19—Deadline for entries in National Awards for Education Reporting, sponsored by *National Education Writers Association.* Information: (202) 429-9680.

Jan. 19—Deadline for entries in second annual public affairs awards competition sponsored by *The Cable Television Public Affairs Association.* Event or campaign must have occurred during calendar 1989. Information: Nancy Larkin, (617) 742-9500, or Andy Holdgate, (617) 792-7407.

Jan. 19-20—Colorado Broadcasters Association winter meeting and awards banquet. The Clarion hotel, Colorado Springs.

Jan. 19-21—"Economics of the Illegal Drug Trade," conference for journalists sponsored by *Foundation for American Communications.* Miami Airport Hilton. (213) 851-7372.

Jan. 21—Showtime Dealer College, workshop sponsored by *Showtime Satellite Networks,* during SBCA convention. Bally's Grand hotel, Las Vegas. Information: Harvey Bolgla, (212) 807-1400.

Jan. 22-24—*Satellite Broadcasting and Communications Association* satellite television industry trade show. Bally's, Las Vegas. Information: (800) 654-9276.

Jan. 23-25—*Georgia Association of Broadcasters* 45th Georgia Radio-TV Institute. University of Georgia, Athens. Information: (404) 993-2200.

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Errata

Scheduled telecast of seven-hour series *Planet Earth* on Discovery Channel next April will not be premiere, as reported in Dec. 11 "Cablecastings" item on Discovery Channel environmental programing for 1990. *Planet Earth,* produced by noncommercial WQED(TV) Pittsburgh, premiered in January 1986 on PBS, which aired it again last January.

Jan. 24—"Congress 1990," seminar sponsored by *Federal Communications Bar Association.* Grand Hyatt, Washington. Information: Robert Lewis Thompson, (202) 296-0600.

■ **Jan. 24**—*National Academy of Television Arts and Sciences, New York chapter,* luncheon. Speaker: Roger L. Werner, president, chief executive officer, ESPN. Copacabana, New York.

■ **Jan. 25**—*Utah Broadcasters Association, Salt Lake Radio Broadcasters Association* and *Salt Lake City commercial TV stations* sales seminar. Salt Lake Airport Hilton.

Jan. 25—*West Virginia Broadcasters Association* copywriters' workshop. Parkersburg, W.Va.

■ **Jan. 25-26**—"Broadcast Journalism and the Public Interest," Alfred I. duPont forum sponsored by *Alfred I. duPont Center for Broadcast Journalism, Graduate School of Journalism, Columbia University,* featuring Alfred Sikes, FCC chairman; Ed Markey, chairman, House Subcommittee on Telecommunications; Joel Chaseman, chairman, Post-Newsweek Stations; Jeff Greenfield, ABC News, and Linda Wertheimer, National Public Radio. Columbia University, New York. Information: (212) 854-5047.

Jan. 26-27—*Society of Motion Picture and Television Engineers* 24th annual television conference. Contemporary hotel, Orlando, Fla. Information: (914) 761-1100.

Jan. 26-27—*Minnesota Association of Cable Television Administrators* seventh annual conference, "Entering a New Decade of Cable Challenges." Scanticon Conference Center and Hotel, Plymouth, Minn. Information: Linda Magee, (612) 788-9221.

Jan. 27-31—*National Religious Broadcasters* 47th annual convention. Sheraton Washington and Omni Shoreham hotels, Washington.

Jan. 30—Roundtable on televised violence, sponsored by *Annenberg Washington Program of Northwestern University.* Speakers include Andrew Barrett, FCC commissioner; Senator Paul Simon; Alan Gerson, NBC VP-programing standards and marketing policy, and Peter Kohler, TV editorialist and VP of Gannett Broadcasting. Willard office building, Washington. Information: (202) 393-7100.

Jan. 30-Feb. 1—*South Carolina Broadcasters Association* 42nd annual convention. Embassy Suites hotel, Columbia, S.C.

Jan. 31—Deadline for entries in *National Association of Broadcasters* "Best of the Best" radio promotion contest. Information: NAB Radio Office, (202) 429-5420.

Jan. 31—Deadline for entries in Fourth Estate Award of the *American Legion,* awarded annually for excellence in journalism to individual, publication or broadcaster. Information: Lee Harris, (317) 635-8411; American Legion, P.O. Box 1055, Indianapolis, 46206.

■ **Jan. 31**—*National Academy of Television Arts and Sciences, New York chapter,* luncheon. Speakers: Bruce L. Christensen, president and chief executive officer, PBS, and Jennifer Lawson, executive VP for national programing and promotion services, PBS. Copacabana, New York.

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Good news on the HDTV front

Latest FCC OET computer study says using new Zenith plan, there should be adequate spectrum for current stations to upgrade

It is still hard to estimate when broadcasters will be able to begin using additional spectrum for terrestrial transmission of high-definition television. But when that day comes, according to the best estimates available today, there will be enough spectrum to go around.

The FCC's Office of Engineering and Technology (OET) has been conducting a study of the unassigned portions of the UHF and VHF bands since the commission first began showing serious interest in HDTV in 1987. Using computer models, OET has released two reports with estimates of the probability of finding enough spectrum to accommodate all current TV stations for HDTV transmission. The second report, released this month, paints an optimistic picture.

In August 1988, OET released its first preliminary computer models. They started with the assumption that the current UHF "taboo" channels could be used for allocation, although at the time their availability was doubted. The findings were that 3 mhz of augmentation could be allocated to 100% of U.S. TV stations, but if 6 mhz were needed, only about 95% could be accommodated, with large markets being affected the most. Also, signal propagation of HDTV channels was predicted to be worse than with NTSC.

The computer models today look quite different because the technology for delivering HDTV is improving and the software for predicting spectrum availability has also been refined. The more rosy models are due, in part, to the introduction of the Zenith Spectrum Compatible HDTV proposal, which includes the use of a partially digitized simulcast HDTV channel that theoretically could be aired on channels previously believed to be untouchable. "Zenith Electronics Corp. and several other parties have suggested that ATV [advanced television] systems could be developed that would pose less of an interference threat to the NTSC signals and be more immune to interference from NTSC signals. This would permit an ATV transmitter to be located closer to a co-channel NTSC transmitter," the second report says.

OET altered its computer program to examine the expected performance of digital ATV signals under several different spacing scenarios (see chart). It concluded that "ATV to NTSC co-channel spacing is by far the dominant, if not the only significant, factor in determining the availability of spectrum for ATV."

All or nearly all current stations could be provided with up to 6 mhz of additional spectrum if the minimum separation between an ATV and NTSC transmitter is 180 kilometers (112 miles) and if some of the additional spectrum for VHF stations comes from the UHF band. If the commission prefers to keep both the original NTSC channels in the same band with the new ATV channels, it will be able to do so more than 90% of the time if the distance separation is 160 km (100 miles).

The strategy in developing the computer models has been to divide the country into what OET calls "cliques"—groupings of broadcast towers located within 100 miles of each other. The largest of the cliques is centered near Bethlehem, Pa. If that area can be mathematically arranged to handle the necessary extra HDTV spectrum to accommodate all of the stations within that area, the FCC believes it will be able to manage the spectrum throughout the rest of the country as well.

The current mileage separation for NTSC

Percentage of stations that could be provided additional spectrum

ATV-ATV separation distance km	miles	NTSC-ATV separation distance 160 km (100 mi)	180 km (112 mi)	200 km (124 mi)	250 km (155 mi)	300 km (186 mi)	Conditions
3 mhz additional spectrum:							
160	100	100%	100%	99.7%	96%	90%	**VHF may be augmented in UHF and vice versa; no preference for contiguity**
300	186	100%	99.9%	99%	93%	81%	
6 mhz additional spectrum:							
160	100	99.8%	99%	97%	89%	78%	
300	186	99.2%	98%	93%	78%	65%	
3 mhz additional spectrum:							
160	100	79%	68%	57%	37%	24%	**VHF stations augmented in VHF; UHF in UHF; contiguous assignments where possible**
300	186	76%	67%	56%	37%	23%	
6 mhz additional spectrum:							
160	100	73%	63%	53%	34%	22%	
300	186	66%	57%	48%	31%	20%	
3 mhz additional spectrum:							
160	100	97%	93%	89%	72%	60%	**Added spectrum contiguous**
300	186	96%	92%	87%	68%	54%	
6 mhz additional spectrum:							
160	100	92%	87%	81%	65%	52%	
300	186	87%	82%	75%	56%	41%	

channels is 300 km (186 miles). Even by reducing the ATV-ATV and ATV-NTSC separations to 160-180 km, there are cases in which not all stations can be allotted additional spectrum in certain cliques. In those cases, some repacking of current NTSC signals (reallotment to new frequencies) will be necessary. But OET finds that "wholesale repacking" will be unneccessary as well as undesirable.

The report also finds that "providing an additional 3 mhz or 6 mhz for ATV does not significantly affect the number of stations that can be accommodated under many circumstances, particularly those in which very high percentages of stations can be accommodated." That is fortunate since it appears that if the FCC does approve a system requiring additional spectrum, 6 mhz will be the more likely requirement. Only one of the systems currently on the schedule to be tested by the Advanced Television Test Center, North American Philips's HDS-NA, is designed to use a 3 mhz augmentation channel. All others demand either no additional spectrum or a 6 mhz augmentation or simulcast channel. Philips has since announced that it is working on a 6 mhz simulcast system which it may submit for testing in lieu of the 3 mhz augmentation proposal.

The only unmanageable situation would be if the 3 mhz or 6 mhz added channel were required to be contiguous with a station's original NTSC channel. That confirms the findings of the August 1988 report. Following release of that report, the FCC handed down its tentative decisions of Sept. 1, 1988. One of those decisions was that no system requiring more than 6 mhz contiguous spectrum would be considered for terrestrial transmission. NHK's MUSE-E system was eliminated as a terrestrial candidate with that decision. However, OET says in this month's report that it will continue to examine the possibility of applying the Zenith-type digital processing to reduce the spacing between 9 mhz HDTV channels. The results of those models will be released in future reports.

Contrary to earlier findings, the new report also concludes that the current UHF taboo channels will not significantly affect the allocation process. The designs for many older television receivers do not allow for adjacent-channel interference immunity on several UHF channels. Assuming the taboos were eliminated, the first OET report found that up to 100% of current stations could be allotted an additional 3 mhz at 160 km minimum separation and up to 96% could be provided an additional 6 mhz. Looking at the taboos again, OET now finds that if they were retained, "the percentage of stations that could be provided ATV spectrum would decline from our full taboo elimination estimates by only 2%-4%."

In the meantime, OET says that the technology exists to allow for allocation of the taboo channels some day. It appears likely that the additional spectrum will be allocated to stations gradually over a space of several years, not in a sudden act following approval of a transmission system. During that time, HDTV receivers with interference immunity could be introduced to the market as older receivers are phased out. "If a phased-in approach could be used, it would permit even the image taboos, the least likely candidates for ATV spectrum, to be used," the report concludes.

The earlier report also assumed that channels that have currently been set aside for future allotment to noncommercial stations would be needed to provide HDTV spectrum to currently operating stations. Again, a second look with the new computer software provides more optimistic numbers. "We can generally see that in those cases where our initial study indicated that all or nearly all existing stations could be accommodated, it also appears possible to accommodate all or nearly all of both the existing stations and the vacant noncommercial allotments," OET says. In addition, it is expected that when those vacant allotments are licensed, they will include extra spectrum for HDTV transmission. **–RMS**

The Media

National League of Cities executive director resigns

Beals to join Savannah Chamber of Commerce; what impact departure will have on NLC's Hill activities is unclear

After a 22-year career with the National League of Cities, Alan Beals, the NLC's executive director, has resigned to join the Savannah (Ga.) Area Chamber of Commerce as president and chief executive officer. Beals, who became NLC's executive director in 1975, is expected to stay until the NLC's annual Washington conference in March.

Just what impact Beals's departure will have on the NLC's activities on Capitol Hill is unclear. The NLC is expected to be a major player next year in the Senate's deliberations on cable television legislation. One NLC source, however, said Beals's departure does not signal any change in direction. The NLC has called for cable reregulation and supports concepts embodied in cable legislation but has not endorsed a specific bill. Beals was executive director when the league and the National Cable Television Association cut a deal which lead to passage of the Cable Communications Policy Act, which loosened the cities regulatory grip over cable.

Two weeks ago, Beals told the NLC staff that he accepted the Savannah position and that he and his wife, Sandi, a Savannah native, bought a second home there more than a year ago. Apparently Beals had talked about retiring someday in Savannah. Nevertheless, his announcement came as a shock to staff and NLC board members.

There had been a general expectation that the 56-year-old Beals might end his career with the cities sometime, but sources say they had no idea Beals was ready to leave. He first joined NLC in 1957 as director of

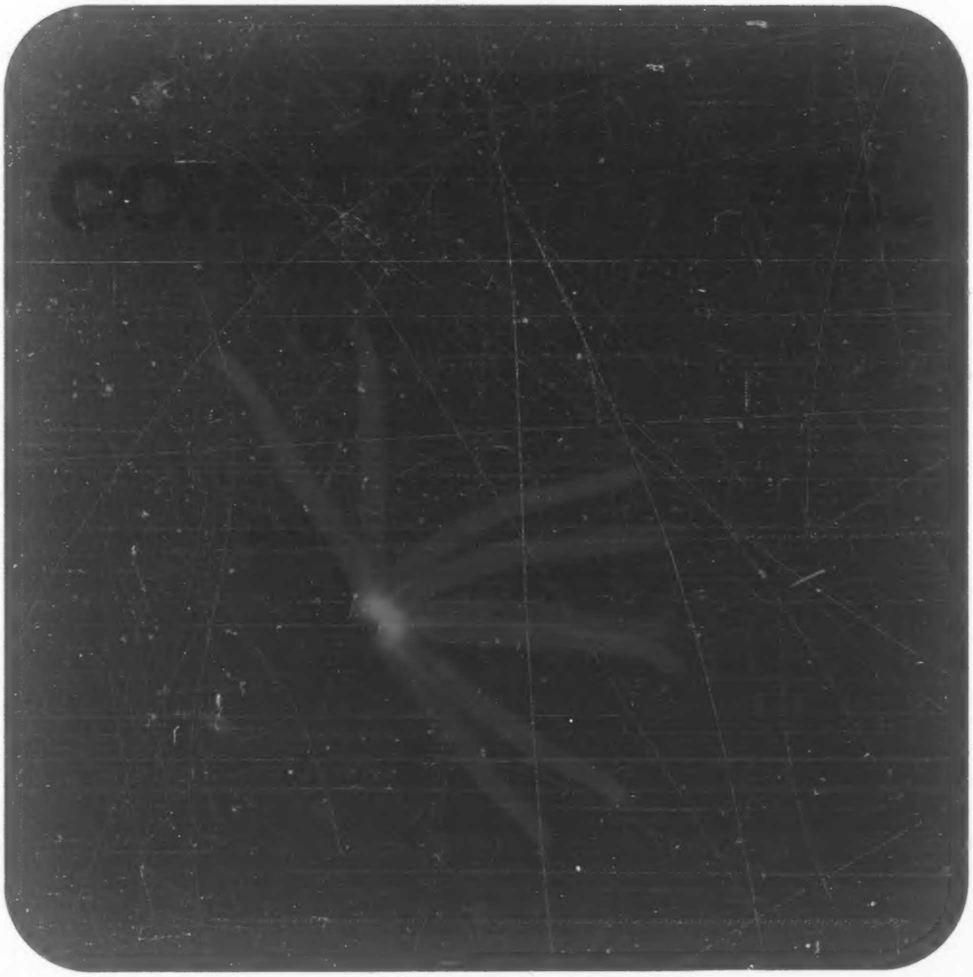
Texas settlement

The FCC approved a settlement agreement in the KWIC-AM-FM Beaumont, Tex., renewal proceeding between Pyle Communications and the Beaumont branch of the NAACP and the National Black Media Coalition (NBMC). The NAACP and NBMC filed their initial petitions claiming EEO violations by the stations in 1983 when Pyle filed renewal applications. The commission denied the petitions and granted Pyle short-term renewals. On appeal, the U.S. Court of Appeals in Washington overturned the FCC's action (BROADCASTING, Aug. 22, 1988) and sent the case back to the FCC for a hearing. Meanwhile, while the proceeding was pending, bankruptcy proceedings started against Pyle Communications. The United States Bankruptcy Court for the Eastern District of Texas later approved an agreement that would allow the trustee, John Durkay, to assign Pyles's licenses to William J. Mason. Mason has agreed to pay $78,561 in back pay to 10 persons who were the alleged victims of discrimination by Pyle. Mason will also pay a sum of no more than $80,000 for the legal fees of the NAACP and the NBMC. The NAACP and NBMC have submitted a copy of the settlement agreement that includes affidavits from attorneys documenting $79,610.85 in fees. Mason will also implement affirmative employment procedures and keep in contact with the NAACP. Under the settlement agreement, the NAACP and the NBMC will drop their petitions and not file objections to the assignment applications to Mason.

C1750-1

The Fifth Estate
RADIO TELEVISION CABLE SATELLITE

Broadcasting Jan 1



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59th Year 1990

1990: Fifth Estate Forecast ◇
Barry Diller "At Large" ◇
INTV in L.A.

Vol. 118 No. 1

Broadcasting Jan 1

Previewing the 90's... In first issue of new decade, BROADCASTING canvasses industry leaders for their views on what's in store for Fifth Estate. **PAGE 35.**

The Fox difference... In this "At Large" interview, Fox Broadcasting's Barry Diller talks about burgeoning fourth network and its growing challenge to big three. **PAGE 40.**

Sunny outlook... Association of Independent Television Stations President Jim Hedlund sees bright future for his industry on both business and regulatory fronts. **PAGE 54.**

62/ ***ON THE FLOOR***

More than 50 companies will be exhibiting at INTV's annual convention this year in Los Angeles (Jan. 3-6).

76/ ***BACK TO THE FUTURE***

Nostalgia-oriented programing may be next trend in reality genre for next fall's syndication marketplace.

78/ ***NEW AGAIN***

DLT Entertainment Ltd. brings back old shows with new twists.

80/ ***LEFTOVERS***

Study commissioned by NCTA says cable has established itself in sports by covering events that broadcasting has overlooked or abandoned.

83/ ***EYEING THE FUTURE***

Society of Motion Picture and Television Engineers will discuss future TV technology at meeting in Disney World in Florida (Jan. 26-27).

87/ ***MSO ANALYSIS***

Cable MSO stock prices come back down after outperforming overall stock market during most of 1989. Some blame Washington regulation for recent sell-off, but reasons may be more numerous.

88/ ***SPORTS RATING DATA***

A.C. Nielsen pitches ADI figures to regional sports networks.

89/ ***RADIO GROWTH***

Radio station operators expect moderate revenue growth in 1990.

94/ ***CUBAN CLASS***

Broadcasters and members of Congress return from fact-finding trip to Cuba with impression that Cubans are serious about jamming future TV Marti.

106/ ***HOSTAGE***

CBS News producer Jon Meyersohn (below) relates details of being held hostage in Panama following U.S. military invasion of country.

95/ ***FCC ACTION?***

Commission may hold hearing to determine if GAF Broadcasting is fit licensee of WNCN(FM) New York in wake of conviction last month of licensee's parent corporation and one of its top executives on federal stock fraud charges.

98/ ***SECOND IN COMMAND***

Turner Broadcasting System's chief lieutenants, Terry McGuirk and Gerry Hogan, discuss what's next for TBS.

103/ ***MARKET-DRIVEN***

During open meeting carried on ESPN, heads of NFL, MLB, NBA and NHL say consumers will decide mix of sports on cable, "free" TV and PPV.

106/ ***NO OFFER***

After failing to come to terms, NBC News withdraws its employment offer to David Nuell to head *Today* show.

107/ ***INDUSTRY UPDATE***

BROADCASTING's update of communications issues.

135/ ***BOTH SIDES NOW***

With experience in private sector and government, Anita Wallgren, vice president of corporate relations and administration for Great American Broadcasting, and member of NAB TV board, brings dual perspective to her job.

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BY THE NUMBERS 1

CBS's *Murphy Brown*, at right, pulled into the top 10 for the first time this, or last, season by averaging a 17.6 rating and a 26 share for Week 14. The lead-in audience provided by *Lucy's Christmas Special* at 8:30, which ranked sixth (18.5/27), helped *Murphy* post its best numbers this season. *Murphy*, which has a season-to-date average of 14.8/22, tied with NBC's *In the Heat of the Night* to rank ninth for the week. The NBC one-hour show has a season average of 17.3/26.

NBC won Week 14 with a 12.8/22.5, but CBS came in second, boosted by Friday and Sunday night wins. On Friday, CBS averaged a 14.6/25.7, while NBC had a 10.8/19 and ABC an 11.9/21. CBS's prime time average for Week 14, 11.7/20.6, bested ABC's 11.3/20.

"By the Numbers" continues on page 20

RATINGS ROUNDUP

Week 14 □ Dec. 18–Dec. 24

Rank/rating □			Network □	Show
1	▲	21.7/34	N	*Cheers*
2	▼	21.4/32	A	*Roseanne*
3	▲	19.8/31	N	*Dear John*
4	▼	19.6/32	N	*Cosby Show*
5		18.6/30	N	*Different World*
6		18.5/27	C	*Lucy's Christmas Special*
7	▲	18.0/32	A	*Monday Night Football*
8	▲	17.7/30	N	*L.A. Law*
9	▲	17.6/27	N	*In the Heat of the Night*
9	▲	17.5/26	C	*Murphy Brown*
11	▼	17.4/30	N	*Golden Girls*
11	▲	17.4/27	N	*Matlock*
13	▲	17.0/28	N	*Unsolved Mysteries*
14	▼	16.8/25	A	*Wonder Years*
15	▲	16.6/25	C	*Designing Women*
16	▼	16.5/25	N	*Empty Nest*
17	▲	16.1/25	A	*Coach*
18	▲	15.3/24	C	*Newhart*
19	▼	15.1/24	A	*Who's the Boss?*
20		15.0/26	C	*Frosty the Snowman*
21		14.8/26	C	*CBS Friday Movie*
22	▲	14.2/24	A	*Growing Pains*
23	▲	14.0/23	A	*Head of the Class*
23	▲	14.0/24	C	*Knots Landing*
25		13.9/22	N	*Night Court*
26	▲	13.8/24	A	*Full House*
26		13.8/20	N	*Hunter*
28	▲	13.6/21	C	*Major Dad*
29		13.5/24	C	*Charlie Brown's Christmas*
29	▲	13.5/22	C	*Jake and the Fatman*
31	▲	13.0/22	N	*Midnight Caller*
32		12.7/21	C	*Garfield's Christmas*
33	▼	12.6/20	A	*Doogie Howser, M.D.*
34	▼	12.5/22	N	*Amen*
34	▲	12.5/21	C	*Doctor, Doctor*
36	▲	12.4/22	A	*2020*
37	▲	12.1/19	C	*Rescue: 911*
38		12.0/20	N	*My Two Dads, Wed.*
39	▲	11.7/20	A	*Family Matters*
40	▲	11.6/19	A	*MacGyver*
41		11.5/18	C	*Claymation Christmas*
41	▼	11.5/17	N	*NBC Monday Movie*
41	▲	11.5/20	N	*True Blue*
44	▲	11.3/20	C	*Wiseguy*
45		11.2/28	C	*60 Minutes of Entertainment*
45	▼	11.2/20	A	*Perfect Strangers*
45		11.2/18	A	*Psychic Detectives*
48	▲	11.1/20	N	*Quantum Leap*
49	▼	10.6/19	N	*227*
50	▲	10.5/19	N	*Mancuso, FBI*
51	▼	10.4/17	A	*Anything but Love*
52	▲	10.3/18	N	*Baywatch*
52	▲	10.3/18	C	*Island Son*
54	▼	10.1/18	A	*Just the Ten of Us*
55	▼	10.0/17	C	*Beauty and the Beast*
55		10.0/1[illegible]	A	*China Beach*
55		10.0/16	N	*Christmas in Washington*
58		9.7/17	C	*Paradise*
58		9.7/17	A	*thirtysomething*
58	▲	9.7/15	A	*Young Riders*
61	▼	9.5/21	C	*CBS Sunday Movie*
61	▼	9.5/23	C	*Murder, She Wrote*
63		9.3/17	A	*ABC Saturday Movie*
64	▼	9.1/15	C	*CBS Tuesday Movie*
64	▲	9.1/15	A	*PrimeTime Live*
66		8.6/20	N	*Super Bloopers-Jokes*
67	▼	8.5/19	A	*ABC Sunday Movie*
68		8.2/14	C	*Tour of Duty*
69		7.7/14	A	*Julie Andrews Christmas*
69	▲	7.7/14	C	*Sat. Night with Connie Chung*
71		7.1/17	N	*ALF's Special Christmas*
71	▼	7.1/16	F	*Married...With Children*
73	▼	6.5/16	N	*Magical World of Disney*
74		6.2/11	F	*Simpson's Christmas Special*
75	▲	5.9/10	F	*Cops*
76		5.8/14	F	*Totally Hidden Video*
77		5.7/13	N	*Cosby Salutes Alvin Ailey*
78	▲	5.4/8	F	*21 Jump Street*
79	▲	5.0/7	F	*Alien Nation*
80	▲	4.7/12	A	*Free Spirit*
81		4.6/12	A	*Life Goes On*
82	▼	4.4/10	F	*Open House*
83	▲	4.3/7	F	*Reporters*
84	▼	4.1/10	F	*Booker*
85	▼	3.4/8	F	*Tracey Ullman Show*
86		2.7/5	F	*Garry Shandling's Show*

Guide to symbols: ▼ —Down from last week ▲ —Up from last week

Source: Nielsen and Broadcasting's own research. ※ —Premiere broadcast

FREEZE FRAMES: Syndication Scorecard*

Week ended Dec. 10

Rank	Program (Syndicator)	Rtg	Stns	Covg
1	Wheel of Fortune, syn. (King World)	14.6	229	99
2	Jeopardy! (King World)	12.9	215	98
3	Cosby Show (Viacom)	10.1	203	98
4	Star Trek: Next Generation (Paramount)	9.7	233	97
5	Oprah Winfrey Show (King World)	9.6	212	98
6	Current Affair (20th Century Fox TV)	9.1	187	95
7	Wheel of Fortune, wknd (King World)	8.8	196	87
8	Entertainment Tonight (TPE)	8.4	162	95
9	Diamond Jubilee (Paramount)	7.8	165	93
10	Donahue (Multimedia)	6.7	221	99
11	Star Search (TPE)	6.5	150	95
12	Geraldo (Paramount)	5.8	195	97
13	Chip N Dale (Buena Vista Television)	5.5	171	96
14	Peoples Court (Warner Bros. Domestic TV)	5.3	174	90
15	Mama's Family, syn. (Warner Bros. Domestic)	5.2	171	90

The following shows were rated, but not ranked

Program (Syndicator)	Rtg	Stns	Covg
World Wrestling Federation (WWF)	9.2	239	96

*Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research.

Summary of Broadcasting & Cable

BROADCASTING			
SERVICE	ON AIR	CP's [1]	TOTAL *
[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]
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[illegible]	[illegible]	[illegible]	[illegible]
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[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]

CABLE†	
[illegible]	[illegible]
[illegible]	[illegible]
[illegible]	[illegible]
[illegible]	[illegible]
[illegible]	[illegible]

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

"By the Numbers" continues from page 18

ABC won the evening news race by averaging an 11.8/21. CBS had an 11/20 and NBC a 10.8/20.

For the book of days, ABC won one night, Monday, while CBS won Friday and Sunday and NBC took Tuesday through Thursday and Saturday.

Sunday night, Christmas eve, pushed HUT levels down to 43.2%, compared to Week 13's Sunday HUT of 63%. One of the major casualties for the viewing night was the precepitous drop in ratings for CBS's *Murder, She Wrote*, which plummeted from 11th place in Week 13 to 61st for Week 14 when the show scored a 9.5/23.

MarketScope

The S&P Industrials gained 6.30 points to close at 398.16 on Wednesday, Dec. 27, an increase of 1.6%. The advance-decline ratio for 127 stocks tracked on the Stock Index stood at 60-40 with 27 unchanged, a positive turnaround from the previous week's 20-90 ratio when 18 stocks were unchanged (and the S&P had fallen 11.21 points to 391.86). Disney (symbol DIS) dropped another 2¾, or 2.45%, to close at 109¼, after the previous week's 18¾ point tumble. MCA lost 1¼ to close the week at 61¼. Capcities/ABC (CCB) picked up seven points to close at 538. Previously, CCB had dropped 15¼, or 2.8%. The Washington Post's Class 'B' (WPOB) stock gained 6½ to close at 275. Video Jukebox (JUKE) picked up 1¾, or 24.6% during the week to close at 8⅞. Westwood One (WONE) moved up 1½, 20%, to close out last Wednesday at 9.

Stock Index Notes: T-Toronto. A-American. N-NYSE. O-NASDAQ. Bid prices and common A stock used unless otherwise noted. P/E ratios are based on earnings per share for the previous 12 months as published by Standard & Poor's or as obtained by Broadcasting's own research.

STOCK INDEX 1

BROADCASTING

BROADCASTING WITH OTHER MAJOR INTERESTS

BY THE NUMBERS 3

STOCK INDEX 2

"Ivory Tower" and smell the coffee, Mr. Read. It may be the in-thing to blame the media, but it's way off the mark.—*Lawrence J. Tighe Jr., president-general manager, WRNJ(AM) Hackettstown, N.J.*

EDITOR: Now let me see if I understand. An instructor at a college ("Open Mike," Dec. 18) is complaining about TV because his students don't know whether Daniel Ortega is president of Israel or whatever. Right? And this same instructor doesn't think that's funny.

Good for him. Those of us in the field of life think it's scary, and I, for one, suggest they call a faculty meeting at Columbia College, find out if the faculty knows who Daniel Ortega is, find out if anyone is teaching anyone anything before they get to Columbia College and re-examine the role of education in the United States and try and discover if educators have any responsibility to teach or if they just see themselves as adjuncts to the media.

If students can't locate the United States on a map or distinguish between Iran and Iowa; if, by the time they get to college, they don't know where Central America is, or Poland; if the only things they bother to memorize are the words in beer commercials, I suggest it is not the media that is guilty of "trivializing," it is the so-called "educational" system. Apparently, the media is more successful at motivating students to learn something—anything—than the school system. Not too surprising, perhaps, when the instructors are not only willing but eager to blame their students' ignorance not on themselves, but on the media.

In the past year there have probably been hundreds of hours of programing on TV and radio about Mr. Ortega, his country, his enemies and his abhorrence of the United States. Probably a couple of tons of newsprint have been devoted to the subject as well. So I have a challenge for Mr. Read: If you are going to blame the media for the stupidity of your students, at least try and teach them to watch something besides the ball games and MTV. The media, which, by the way, includes newspapers, magazines, radio, movies and billboards as well as television, has a great deal to offer. Do you?—*Joe Meier, Danville, Calif.*

Doesn't see it

EDITOR: I was more than a little bemused at Christopher Zimmerman's Nov. 27 "Monday Memo" on public television.

Throughout his commentary, Zimmerman takes great pains to note that public television is different from commercial television. At one point he writes: "This is not to suggest that we succumb to commercialism or follow the lead of our cable brethren." If one accepts the definition of advertising as a message or messages to promote the sale of services or products, then public television seems to be engaged in commercialism full bore. Not only are there sponsor messages prior to the start of almost every program, but long-form programs are interrupted every 20 minutes for a 20-minute commercial for public television.

On the other hand, he also writes: "For those stations seeking more time for forward promotion, increased underwriting opportunities or a more localized look, these 'time-outs' are natural opportunities." I fail to see the difference between a public station giving me a 20-minute pitch for giving money to their cause and a 30-second one from Texaco on a commercial station.

A horse by any other color still drops manure.—*Richard Gleick, RHG Communications, Winter Park, Fla.*

Future shock

EDITOR: With 37 years of radio broadcasting under my belt, I think I can offer a few insights on radio's future for the young and anxious in coming generations. If you choose commercial radio as a career, please keep in mind that although you may possess talent, new ideas and lots of ambition, you fail before you get started because of an ancient lobby of investors whose craze for money eliminates creativity, talent or loyalty. These are the folks who came up with "satellite radio," where a local station subscribes to a service fed to many stations around the country.

This satellite system does two things: It allows the local station to abandon its audience, for amusement and messages from outside the local area effectively put hundreds of local personalities out of work. If you question those implementing this satellite service, they will simply declare this to be the wave of the future. This wave of the future actually is outside influence affecting local thought, economy and, in some cases, political policy.

Yes, I say to young folks talking about radio as a possible career, don't get involved. Radio is two things today: radio real estate and an eventual system where all thought, music, ideas and direction will emanate from one point in this country. I tell them radio is big bucks and has no further room for the young would-be broadcaster.—*F. Bruce Parsons, program director, WENG(AM) Englewood, Fla.*

Update

EDITOR: I want to update your readers on the progress of the Disabled Journalists of America, and ask them for any information about obtaining funds or grants to obtain equipment to create a quarterly newsletter. I am also seeking cooperation from radio and TV professionals in opening new job opportunities to disabled broadcasters everywhere.

During the past two years, I have received many encouraging letters and phone calls to let me know that a consumer organization of and for disabled journalists needs to exist. I am happy to write that the Disabled Journalists of America does and will continue to exist until all qualified disabled journalists are gainfully employed in mass communications jobs across America.

I am seeking new contacts from disabled radio and TV broadcasters and those who work in cable TV. I also welcome any broadcast station and radio and TV network professionals to help this new organization to grow and reach others who want to be broadcasters.—*David Shapiro, founder, Disabled Journalists of America, 484 Hammond Drive, Grinnin, Ga. 30223.*

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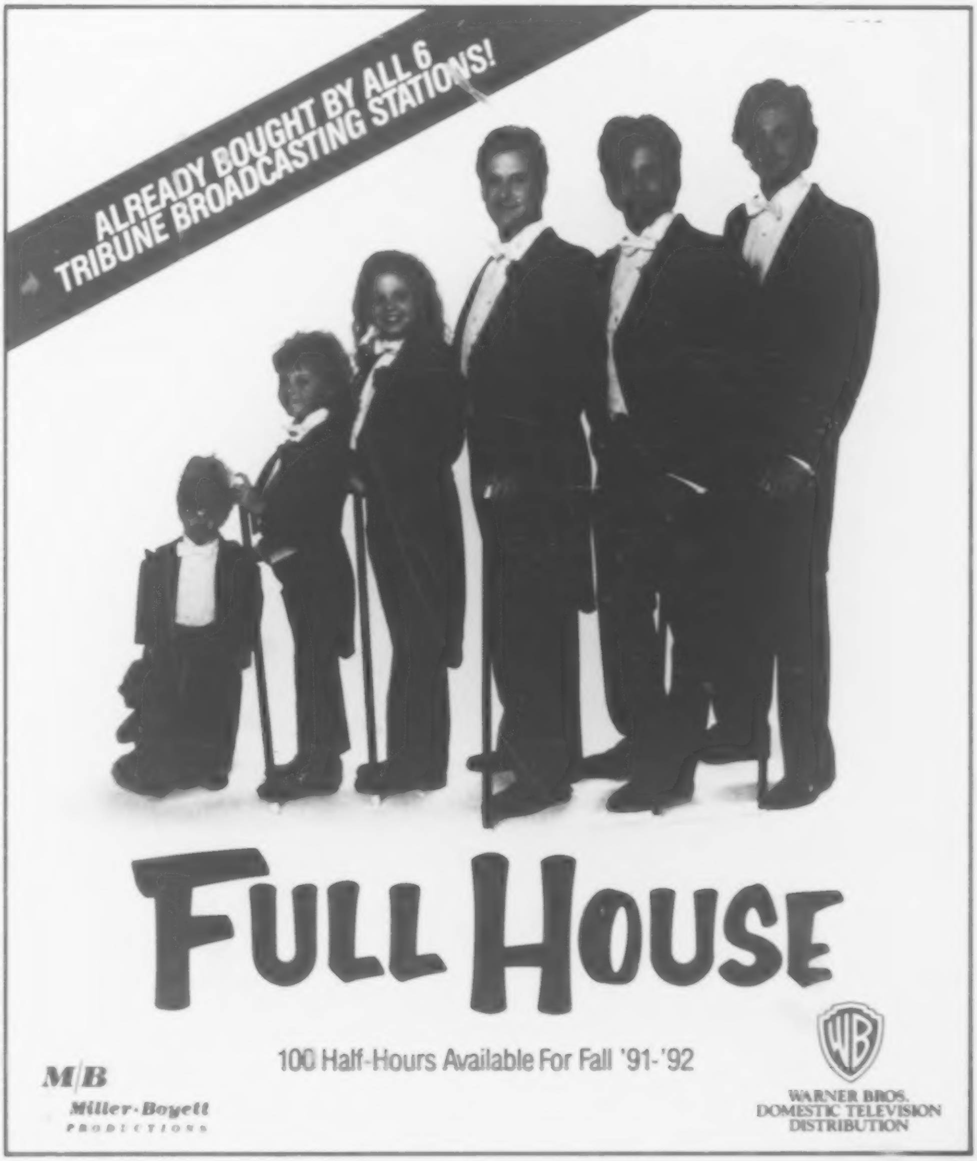
The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Jan 8



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59th Year 1990

INTV

Upbeat, feisty... and imperiled

Vol. 118 No. 2

Broadcasting Jan 8

INTV's last hurrah?...

Independent TV broadcasters revel in good year, but many attending group's annual meeting in Los Angeles say organization's future is in doubt if Fox becomes full-fledged network. Some syndicators say they'd rather attend only one program convention next year—NATPE. **PAGE 51.**

Fall formats... Just released fall 1989 Arbitron radio ratings show news and information formats making strong gains in top five markets. **PAGE 58.**

NATPE 90... Next week programing executives will travel to New Orleans for NATPE International's annual gathering. So far, pre-registration—both domestic and foreign—is at its highest level ever. **PAGES 62, 66.** Many cable programing executives are predicting that this year's event will be among their busiest ever. **PAGE 68.** Daily agenda of convention events and list of exhibitors appears on **PAGES 70-96.**

52/ CALL FOR ACTION

INTV President Jim Hedlund says independent stations need "fair access" to programing, viewers and ads.

54/ TOGETHERNESS

INTV Chairman John Serrao calls for cooperation within industry.

54/ CRYING FOUL

Syndicators complain to INTV that two major distributors took hundreds of convention attendees away from programing suites by having presentations away from conference.

56/ CROSSING BORDERS

Rochester cable channel takes steps to compete beyond its franchise area.

58/ PASSING THE BUCK

Country singer Buck Owens's attempt to buy his sister's bankrupt TV station in Bakersfield, Calif., is seen as part of conspiracy by rival TV broadcasters there.

100/ GETTING EVEN

FCC will examine disparity between per-subscriber rates paid by cable operators and by home dish owners.

101/ COMMERCIAL STIRRINGS

Westerners watch with interest as commercial broadcasting strives for foothold in Eastern Europe.

104/ INNER CITY EMPIRE

New York-based Inner City Broadcasting is making headlines because of its wide-ranging holdings and its connection to NYC's new mayor.

105/ DOUBLE THE POWER

FM in Portland, Me., expands its coverage area after four-party, three-station exchange.

109/ TUBE TEST

Construction of Advanced Television Test Center is progressing, although key parts of testing plan remain to be developed.

Site of new ATTC lab, Alexandria, Va.

112/ 'POWER' OFF

Lack of station participation prompts Television Bureau of Advertising to end its "Turn on the Power" promotion campaign before it starts.

135/ HIGH ON LOW POWER

John Kompas, president of Community Broadcasting Association, is convinced that low-power TV can prosper by tapping into small-market ad dollars now going into radio and television.

DEPARTMENTS

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11

BY THE NUMBERS 1

Week 15 wasn't very good for CBS. For the first time this season the network lost Sunday night when NBC averaged a 12.5/24.8 for the night. CBS averaged an 11.3/22.9. NBC's average was bolstered by the runover of the NFL playoff game between Pittsburgh and Houston, which averaged a 23.9/44 at 7-8. This left CBS with no nightly wins for the week. (Last season, CBS lost Sunday night five times out of 30, all to NBC.) On Monday night, Christmas, CBS's *Teddy Z*, pictured, ranked 59th for the week with an 8.7/17. ABC's *MacGyver* ranked 54th with a 9.2/18. NBC ran a repeat broadcast of "The Sound of Music" for the entire night and averaged an 11/20.

For the week, NBC won the prime time race with a 13.4/24. ABC was second with an 11.4/20.4 while CBS had a 10.3/18.4. Together, the big three delivered 32.3 million households. Household ratings should begin to pick up this week and peak around Week 20 or Week 22.

"By the Numbers" continues on page 26

RATINGS ROUNDUP

Week 15 □ Dec. 25–Dec. 31

Rank/rating			□ Network	□ Show
1	▲	19.4/30	A	*Monday Night Football*
2	▲	19.3/32	N	*Cosby Show*
3	▼	18.6/30	N	*Cheers*
3	▲	18.6/32	N	*Golden Girls*
5	▲	18.5/31	N	*Unsolved Mysteries*
6	▼	17.6/29	A	*Roseanne*
7	▲	17.3/31	N	*Empty Nest*
8	▼	17.1/28	N	*Different World*
9	▼	16.2/27	N	*Dear John*
10	▲	15.9/28	N	*Matlock*
11	▼	15.7/26	N	*In the Heat of the Night*
12	▼	15.4/27	N	*L.A. Law*
13	▲	15.0/25	A	*Wonder Years*
14	▲	14.9/25	A	*Full House*
15	▲	14.8/25	A	*Who's the Boss?*
16	▲	14.3/26	A	*20/20*
17	▲	14.0/23	N	*Night Court*
18	▲	13.9/26	A	*Just the Ten of Us*
19	▲	13.8/24	A	*Perfect Strangers*
20	▲	13.6/23	A	*Growing Pains*
21		13.5/25	C	*60 Minutes of Entertainment*
21	▲	13.5/26	N	*Hunter*
23	▲	13.3/23	A	*Family Matters*
24	▼	13.2/22	A	*Head of the Class*
24	▲	13.2/22	C	*Jake and the Fatman*
26	▲	13.1/26	C	*Murder, She Wrote*
26		13.1/24	N	*NBC News Special: Eighties*
28	▲	13.0/23	N	*Amen*
28	▲	13.0/22	C	*CBS Tuesday Movie*
28	▲	13.0/22	A	*Doogie Howser, M.D.*
31	▼	12.7/21	A	*Coach*
31	▼	12.7/23	N	*Midnight Caller*
33	▲	12.6/21	N	*My Two Dads, Wed.*
34	▼	11.5/20	C	*Designing Women*
35	▲	11.2/19	C	*Rescue: 911*
36		11.1/18	C	*48 Hours*
36		11.1/20	A	*Jennings Special*
38	▲	11.0/20	N	*NBC Monday Movie*
39	▼	10.9/19	C	*Murphy Brown*
40	▲	10.7/19	N	*227*
41		10.6/17	A	*Ice Capades*
42		10.4/19	C	*Kennedy Center Honors*
43	▲	10.3/17	A	*Anything but Love*
43	▲	10.3/19	C	*Wiseguy*
45	▼	10.2/18	C	*Newhart*
46		10.1/19	N	*Orange Bowl Parade*
47	▼	9.9/20	C	*Major Dad*
47		9.9/17	N	*NBC Friday Movie*
49		9.8/17	C	*Ringling Brothers Circus*
50	▲	9.5/20	A	*ABC Sunday Movie*
50	▲	9.5/17	A	*China Beach*
52	▲	9.4/17	A	*PrimeTime Live*
53		9.3/16	C	*Year with Andy Rooney*
54	▲	9.2/20	C	*CBS Sunday Movie*
54	▼	9.2/18	A	*MacGyver*
56	▼	9.1/17	N	*Mancuso, FBI*
57	▼	8.9/15	C	*Beauty and the Beast*
58	▼	8.8/16	C	*Doctor, Doctor*
59		8.7/17	C	*Famous Teddy Z*
60	▼	8.6/14	C	*Island Son*
61		8.3/17	N	*Ann Jillian*
62		8.1/15	A	*ABC Mystery Movie*
62		8.1/16	N	*NBC Sunday Movie*
64	▼	7.9/14	C	*Paradise*
65	▲	7.8/16	F	*Married...With Children*
66	▲	7.7/15	C	*Sat. Night with Connie Chung*
67	▲	7.4/13	F	*Cops*
68		7.1/14	F	*America's Most Wanted*
69		6.8/12	A	*Mr. Belvedere*
70	▲	6.7/13	A	*Free Spirit*
71		6.6/11	F	*Totally Hidden Video*
72	▲	6.4/13	F	*Totally Hidden Video, Sat.*
73	▼	6.2/11	C	*Tour of Duty*
74		5.9/10	A	*Living Dolls*
75	▲	5.7/10	A	*Life Goes On*
76	▲	5.0/11	F	*Open House*
77	▲	4.6/8	F	*Reporters*
78	▲	4.4/8	F	*Alien Nation*
79		4.3/8	F	*21 Jump Street*
80	▲	3.7/6	F	*Tracey Ullman Show*
81	▲	3.5/5	F	*Booker*
82	▲	2.5/6	F	*Garry Shandling's Show*

Guide to symbols: ▼ Down from last week ▲ Up from last week [illegible]

Source: Nielsen and Broadcasting's own research

FREEZE FRAMES: Current network standings as of Week 15, Dec. 25–Dec. 31

Network averages

Prime time	Evening news
NBC: 13.4/24.0	ABC: 11.4/21
ABC: 11.4/20.4	NBC: 10.3/20
CBS: 10.3/18.4	CBS: 10.2/20

Season to date ratings

1989–90	1988–89
NBC: 14.7/25	NBC: 15.8/26
ABC: 13.0/22	ABC: 13.0/21
CBS: 12.1/20	CBS: 12.0/20

Demographic ratings

	ABC	CBS	NBC
Viewers 2+	7.9	6.7	8.9
Women 18-49	7.9	6.1	8.7
Men 18-49	7.1	5.1	7.3

BY THE NUMBERS 2

Summary of Broadcasting & Cable

BROADCASTING			
SERVICE	ON AIR	CP's[1]	TOTAL *
Commercial AM	4,966	257	5,223
Commercial FM	4,231	779	5,010
Educational FM	1,414	261	1,675
Total Radio	10,611	1,297	11,908
Commercial VHF TV	548	21	569
Commercial UHF TV	540	199	739
Educational VHF TV	123	5	128
Educational UHF TV	225	23	248
Total TV	1,436	248	1,684
VHF LPTV	230	285	515
UHF LPTV	394	1,428	1,822
Total LPTV	624	1,713	2,337
FM translators	1,797	310	2,107
VHF translators	2,717	122	2,839
UHF translators	2,176	427	2,603

CABLE†	
Total subscribers	50,897,000
Homes passed	73,900,000
Total systems	8,500
Household penetration†	56.4%
Pay cable penetration	29.4%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

"By the Numbers" continues from page 22

Another disappointment for CBS is the loss of the evening news race for 1989—by 0.05 of a rating point, or something less than 46,000 viewers. ABC won its first year in evening news when the network averaged a 10.14/20 over CBS's 10.09/20. NBC had a 9.44/19 average for evening news in 1989.

For the book of days, NBC won five nights—Tuesday, Wednesday, Thursday, Saturday and Sunday. ABC won Monday and Friday.

MarketScope

The Standard & Poor's 400 picked up 12.24 points during the last seven-day trading period to close at 410.40 on Jan. 3, a gain of 3.07%. The 128 stocks covered by the Stock Index posted 93 advances, 19 declines and 16 unchanged, pushing the advance-decline ratio ahead of the previous week's 60-40 when 27 stocks remained unchanged. The week before that, Dec. 13-20, 1989, the advance-decline ratio, 20-90 with 18 unchanged, was virtually reversed from the current standing. Capcities/ABC picked up the most for the most recent trading period (Dec. 27, 1989-Jan. 3, 1990), 32 points or 5.95%, to close at 570. The *Washington Post*'s 'B' stock gained 11¼ to close at 286¼. Disney closed out the week at 115¾, up from 109¼. Grey Advertising lost 3 to close at 164. Scripps Howard also lost 3 points when it closed at 64. Video Jukebox (symbol JUKE), dropped ¼ after having previously gained 1¾. JUKE closed at 8⅝ on Jan. 3. Westwood One (WONE) picked up another ½ to close at 9½. Previously, WONE had picked up 1½, or 20%.

Stock Index Notes: T-Toronto. A-American. N-NYSE. O-NASDAQ. Bid prices and common A stock used unless otherwise noted. P/E ratios are based on earnings per share for the previous 12 months as published by Standard & Poor's or as obtained by Broadcasting's own research.

STOCK INDEX 1

	Closing Wed Jan 3	Closing Wed Dec 27	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N (CCB) Capital Cities/ABC	570	538	32	05.94	23	10,239
N (CBS) CBS	194	193	1	00.54	16	4,587
O (CCU) Clear Channel	14	12 3/4	1 1/4	09.80	140	54
[illegible] (HTG) Heritage Media	3 3/4	3	3/4	25.00	-2	165
O (JCOR) Jacor Commun.	5 3/4	5 3/4		00.00	-4	57
N (LINB) LIN	139 1/8	139 1/2	- 3/8	-00.31	87	6,185
O (OBCCC) Olympic Broadcast	3/8	13/32	- 1/32	-07.69		
O (OSBN) Osborn Commun.	12 1/2	11 1/4	1 1/4	11.11	-8	84
O (OCOMA) Outlet Commun.	25	24 1/4	3/4	03.09	30	163
A (PR) Price Commun.	5 7/8	5 3/8	1/8	02.32	-12	56
O (SAGB) Sage Broadcasting	2 3/4	2 3/4		00.00	-3	10
O (SCRP) Scripps Howard	64	67	- 3	- 04.47	28	660
O (SUNN) SunGroup Inc.	1 3/4	1 7/8	- 1/8	- 06.66	-2	4
O (TLMD) Telemundo	6 1/4	5 3/4	1/2	08.69	-2	142
O (TVXGC) TVX Broadcast	4	3 3/4	1/4	06.66		25
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

	Closing Wed Jan 3	Closing Wed Dec 27	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
BROADCASTING WITH OTHER MAJOR INTERESTS						
N (BLC) A.H. Belo	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
N (AFL) American Family	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
O (ACCMA) Assoc. Commun.	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
N (CCN) Chris-Craft	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
O (DUCO) Durham Corp.	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
N (GCI) Gannett Co.	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
O (GACC) Great Amer. Commun.	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
N (JP) Jefferson-Pilot	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
N (KRI) Knight-Ridder	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
N (LEE) Lee Enterprises	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
N (LC) Liberty	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
N (MHP) McGraw-Hill	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
A (MEGA) Media General	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
N (MDP) Meredith Corp.	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
O (MMEDC) Multimedia	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

BY THE NUMBERS 3

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[illegible]

PROGRAMMING

[illegible]

SERVICE

[illegible]

CABLE

[illegible]

EQUIPMENT & MANUFACTURING

[illegible]

Feb. 12-13—*National Academy of Television Arts and Sciences* trustees meeting. Marriott-Marquis hotel, New York.

Feb. 13—*Federal Communications Bar Association* luncheon. Speaker: FCC Commissioner Sherrie Marshall. Washington Marriott, Washington.

Feb. 13-14—Television Advertising Workshop, sponsored by *Association of National Advertisers*. Panelists include Thomas Murphy, Capcities/ABC; Laurence Tisch, CBS, and Robert Wright, NBC. Luncheon speaker: Connie Chung, CBS News. New York Hilton, New York. Information: (202) 785-1525.

Feb. 13-14—*Broadcast Credit Association* 23rd credit and collection seminar. Westin Lenox hotel, Atlanta. Information: Mark Maltz, (312) 827-9330.

Feb. 14—*National Academy of Television Arts and Sciences, New York chapter*, luncheon. Speaker: Michael B. Alexander, executive VP-general manager, WWOR-TV New York. Copacabana, New York.

Feb. 21—*National Academy of Television Arts and Sciences, New York chapter*, luncheon. Speaker: Robert Friedman, president, Entertainment Group, Playboy Enterprises. Copacabana, New York.

Feb. 21-23—Texas Cable Show, sponsored by *Texas Cable TV Association*. San Antonio Convention Center, San Antonio. Information: (512) 474-2082.

Feb. 23-25—"The U.S. and Latin America" conference for journalists sponsored by *Foundation for American Communications*. Westin Paso del Norte, El Paso, Tex. Information: (213) 851-7372.

Feb. 24—*National Association of Broadcasters* Small/Medium Market Managers Roundtable meeting. Sheraton Music City Hotel, Nashville. Registration deadline is Feb. 14. Information: NAB Radio Office, (202) 429-5420.

Feb. 27-28—*North Carolina CATV Association* winter meeting. Washington Duke Inn and Country Club, Durham, N.C. Information: (919) 821-4711.

Feb. 28—*National Academy of Television Arts and Sciences, New York chapter*, luncheon. Speaker: Stephen Palley, chief operating officer, King World. Copacabana, New York.

Feb. 28-March 2—*Cable Television Public Affairs Association* Forum 90, "annual skills and strategies seminar that provides cable system operators and cable network programers the opportunity to sharpen their public relations skills." Portman hotel, San Francisco. Information: (703) 276-0881.

Feb. 28-March 3—21st annual Country Radio Seminar, sponsored by *Country Radio Broadcasters*. Opryland, Nashville. Information: (615) 327-4487.

March

March 1—*International Radio & Television Society* Gold Medal banquet, honoring Thomas Murphy, chairman and chief executive officer, Capital Cities/ABC. Waldorf-Astoria, New York. Information: (212) 867-6650.

March 1—*Broadcast Capital Fund* minority ownership forum and annual dinner, commemorating 10th anniversary of nonprofit venture capital company established by National Association of Broadcasters. Mayflower hotel, Washington.

March 1—Deadline for entries in seventh annual *Cable Television Administration and Marketing Society/Cable Marketing Awards for Excellence in Cable Marketing and Advertising*. Information: (703) 549-4200.

March 2—*Southern California Broadcasters Association* Sunny Creative Radio Awards luncheon. Regent Beverly Wilshire hotel, Los Angeles. Information: (213) 466-4481.

March 2-4—*Intercollegiate Broadcasting System* national convention. New York Penta hotel, New York. Information: Jeff Tellis, (914) 565-6710.

March 6—*American Advertising Federation* spring government affairs conference. Willard hotel, Washington. Information: (202) 898-0089.

March 7—*Federal Communications Bar Association* luncheon. Speaker: William Weiss, chairman, Ameritech. Washington Marriott, Washington.

■ **March 7**—*Ohio Association of Broadcasters* Ohio congressional salute. Washington Court hotel, Washington. Information: (614) 228-4052.

March 9—Deadline for entries in *Broadcast Promotion & Marketing Executives* 29th annual Gold Medallion Awards. Information: (213) 465-3777.

March 9-13—*National Association of Broadcasters* state leadership conference. J.W. Marriott, Washington.

March 11-12—*West Virginia Broadcasters Association* spring meeting. Radisson hotel, Huntington, W. Va.

March 14—*International Radio & Television Society* newsmaker luncheon. Waldorf-Astoria, New York. Information: (212) 867-6650.

March 14-18—*American Association of Advertising Agencies* annual meeting. Marriott Desert Springs, Palm Springs, Calif.

March 15—Deadline for entries in Wilbur Awards, sponsored by *Religious Public Relations Council*, for "excellence in the communication of religious values through a variety of media." Information: (215) 642-8895.

March 15—15th annual National Commendation Awards, sponsored by *American Women in Radio and Television*. Waldorf-Astoria, New York. Information: (202) 429-5102.

March 15—*National Association of Black Owned Broadcasters* sixth annual communications awards dinner. Sheraton Washington hotel, Washington. Information: Ava Sanders, (202) 463-8970.

March 15-16—*Texas Association of Broadcasters* TV Day. Westin hotel, El Paso, Tex. Information: (512) 322-9944.

March 17—22nd annual Addy Awards, sponsored by *Advertising Club of Metropolitan Washington*. Omni Shoreham hotel, Washington. Information: (301) 656-2582.

March 19-22—*National Computer Graphics Association* 11th annual conference and exposition. Anaheim Convention Center, Anaheim, Calif. Information: (703) 698-9600.

March 22—Advertising Hall of Fame ceremonies, sponsored by *American Advertising Federation*, honoring James Burke, former chairman-CEO, Johnson & Johnson; Raymond Mithun, founder, Campbell-Mithun Advertising, and Jean Wadem-Rindlaub, formerly with BBDO. Waldorf-Astoria, New York. Information: (202) 898-0089.

March 22—*Mississippi Association of Broadcasters* broadcaster/agency swap. Holiday Inn-Downtown, Jackson, Miss. Information: (601) 957-9121.

March 25-26—"Making the Promise of Local Cable Programing a Reality," local programing seminar sponsored by *National Academy of Cable Programing*. Key Bridge Marriott, Arlington, Va. Information: Steven Schupak, (202) 775-3611.

March 26-29—*North Central Cable Television Association* annual trade show and convention. Hyatt Regency, Minneapolis. Information: (612) 641-0268.

March 29—46th annual dinner of *Radio and Television Correspondents Association*. Washington Hilton, Washington. Information: (202) 828-7016.

March 29-31—*Broadcast Education Association* convention. Georgia World Congress Center, Atlanta. Information: (202) 429-5355.

March 31-April 3—*National Association of Broadcasters* 68th annual convention. Atlanta Convention Center, Atlanta. Information: (202) 429-5300.

"Datebook" continues on page 116.

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Broadcasting Jan 15

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The biggest ever NATPE

Broadcasting Jan 15

Vol. 118 No. 3

NATPE, New Orleans style...

Financial interest and syndication rules will be hot topic at annual programing convention **PAGE 51.** Barter is a booming, billion dollar business. **PAGE 51.** Record crowds to gather for business and pleasure of show, with games, talk and reality seeing much of action as contenders jockey for slots on station schedules. **PAGE 62.** Agenda begins on page **PAGE 66** and updated exhibitor listing on page **67.**

First step...

FCC makes first move toward reregulating cable. **PAGE 55**

Hurdle cleared in high court...

Supreme Court decides not to review lower court ruling upholding FCC's scuttling of fairness doctrine." **PAGE 56**

53/ KIDS BLOCK BALKERS

Two stations express displeasure with Buena Vista's package deal for kids afternoon block.

54/ TARTIKOFF TALKS

Counterprograming miniseries and movies against baseball on CBS in fall is among programing strategies outlined by NBC Entertainment chief at critics tour.

58/ PREFERRED TREATMENT

Judge rules in 'Preferred' case that city's refusal to let more than one system on poles was unconstitutional.

94/ MEET THE PRESS

ABC programing chiefs Robert Iger and Michael Brockman outline network's scheduling plans for TV critics in Los Angeles.

98/ CBS SHIFTS

Executive VP, prime time programs, Barbara Corday, resigns in move anticipated since arrival of Jeff Sagansky. 'Teddy Z' is bumped from schedule.

100/ WORKING IT OUT

Following brouhaha at INTV convention last week, distributors and association representatives will meet March 9 to clear air.

110/ REPPING THE 90's

"Megarep" chiefs Ken Swetz of Katz and Ralph Guild of Interep Radio Store, companies that between them control an estimated 90% of radio business, talk with BROADCASTING about their companies' strategies for selling in the 1990's.

114/ SALES PITCH

RAB managing sales conference in Dallas features speakers, panels and help sessions for radio salespeople.

RADIO ADVERTISING BUREAU
Radio
M·S·C
X

RADIO'S SALES MEETING

115/ MINORITY INTEREST

In what could prove landmark civil rights decisions, Supreme Court will hear cases dealing with FCC minority ownership preferences.

116/ STRONG SURVIVE

NTIA casts its net for ideas on how to strengthen U.S.'s competitive position in telecommunications future.

117/ PHONE FLAP

NAB, INTV, in filings with Justice Department, oppose Pactel purchase of Chicago cable system.

119/ TAKING STOCK

MGM/UA tells shareholders that company is for sale, but still committed to strong production slate, to tune of $170-185 million.

120/ ON BOARD

Cable and telco competition and programing code will be among top of mind topics at National Association of Broadcasters board meeting in Palm Springs.

121/ CABLE MEETS CONGRESS

NCTA flew some 20 members of Congress to Los Angeles last week for ACE awards and more.

122/ DOWN, NOT OUT

Microband bankruptcy does little to dampen enthusiasm of wireless cable operators for health and future of their business.

143/ RIDING HIGH

Outgoing NATPE Chairman Lon Lee combines love of his Western past with desire to help direct association toward more productive future.

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BY THE NUMBERS 1

ABC's *Roseanne*, pictured, fell to third place during Week 16 in the continuing battle for the top slot against NBC's *Cosby Show*. NBC's *Cheers* tied for first for the week with *Cosby* with both programs posting a 24.2 rating. *Roseanne* had a 23.9 rating and a 34 share. According to Nielsen season-to-date figures, *Roseanne* still holds the number-one position with a 24.1/36, while *Cosby* claims a 23.7/39. That four-tenths of a rating point advantage is much slimmer than the margin of a full-point or better enjoyed by ABC's top show earlier this season.

At Week Six, *Roseanne* was 1.5 rating points ahead of *Cosby* in season-to-date rankings, 26.1/40 versus 24.6/41 for *Cosby*. At Week 11, the *Roseanne* advantage had dropped to under one point, 25.2/38 versus *Cosby*'s 24.5/41. Viewing levels drop during this part of the season, bringing season averages down as well, and should peak around Week 20 or Week 22.

According to Nielsen figures, at Week 30 of last

"By the Numbers" continues on page 27

RATINGS ROUNDUP

Week 16 □ Jan. 1–Jan. 7

Rank/rating			□ Network	□ Show
1		24.2/37	N	*Cosby Show*
1	▲	24.2/36	N	*Cheers*
3	▲	23.9/34	A	*Roseanne*
4	▼	22.7/37	N	*Golden Girls*
5		22.2/36	C	*60 Minutes*
6	▲	21.6/32	N	*Different World*
7	▲	21.3/32	C	*Murder, She Wrote*
8	▼	20.9/35	N	*Empty Nest*
8	▲	20.9/30	A	*Wonder Years*
10	▲	20.7/31	C	*Designing Women*
11	▼	20.5/31	N	*Dear John*
12	▼	18.5/27	N	*Matlock*
12		18.5/29	N	*Orange Bowl Game*
12	▼	18.5/26	N	*Unsolved Mysteries*
15	▼	18.4/31	N	*L.A. Law*
16	▼	18.3/27	A	*Who's the Boss?*
17	▲	18.2/26	C	*Murphy Brown*
18	▼	17.9/26	N	*In the Heat of the Night*
19	▲	17.7/26	A	*Coach*
20	▼	17.1/27	C	*CBS Sunday Movie*
21		16.7/30	N	*Hunter*
22	▼	16.4/27	N	*Amen*
22	▼	16.4/28	A	*Growing Pains*
22	▼	16.4/28	A	*Full House*
22	▲	16.4/26	C	*Newhart*
26	▲	16.0/24	C	*Major Dad*
27	▼	15.8/24	A	*Head of the Class*
28		15.6/23	A	*Doogie Howser, M.D.*
29	▼	15.0/22	N	*Night Court*
30	▲	14.9/26	N	*Midnight Caller*
31	▲	14.7/21	C	*Doctor, Doctor*
32	▼	14.6/25	A	*Perfect Strangers*
33	▼	14.4/25	A	*Family Matters*
33	▲	14.4/22	N	*NBC Sunday Movie*
33	▼	14.4/26	A	*20/20*
36		14.3/24	C	*Knots Landing*
37	▼	14.2/23	C	*Jake and the Fatman*
37	▲	14.2/24	N	*227*
39	▲	13.4/21	A	*ABC Sunday Movie*
40		13.1/22	C	*Dallas*
41	▼	12.8/22	A	*Just the Ten of Us*
42		12.5/24	C	*Candid Camera: Funny Mon.*
42	▲	12.5/18	F	*Married...With Children*
44	▼	12.4/19	C	*Rescue: 911*
45	■	12.3/19	A	*Father Dowling Mysteries*
46		12.0/16	N	*Sister Kate*
47	▲	11.3/19	A	*China Beach*
48	▲	11.1/17	F	*America's Most Wanted*
48	▼	11.1/17	C	*48 Hours*
48		11.1/17	A	*Young Riders*
51		10.8/20	C	*Falcon Crest*
52		10.6/18	N	*Baywatch*
52		10.6/18	N	*True Blue*
54	▲	10.5/16	C	*Island Son*
54	▲	10.5/18	C	*Paradise*
54		10.5/18	N	*Quantum Leap*
57	■	10.2/18	C	*Max Monroe*
58	▼	10.1/16	C	*CBS Tuesday Movie*
58	▼	10.1/19	N	*Mancuso, FBI*
60		9.5/15	N	*Brand New Life*
60		9.5/16	A	*thirtysomething*
62	▼	9.4/14	N	*Ann Jillian*
63	▼	9.2/14	C	*Beauty and the Beast*
64	▼	9.1/16	A	*ABC Mystery Movie*
64	▲	9.1/13	F	*Totally Hidden Video*
66	▼	8.7/15	A	*PrimeTime Live*
67	▼	8.5/15	C	*Sat. Night with Connie Chung*
68	▲	8.4/13	A	*Free Spirit*
69	▲	8.2/12	F	*Open House*
70	▲	8.0/13	A	*Life Goes On*
71	▲	7.6/13	C	*Tour of Duty*
72	▼	7.5/13	F	*Cops*
73		7.4/12	A	*Sugar Bowl*
74	■	7.3/12	A	*Mission: Impossible*
75		6.0/10	F	*Totally Hidden Video, Sat.*
76	▲	5.9/9	F	*Tracey Ullman Show*
77	▲	5.8/9	F	*21 Jump Street*
78	▲	5.3/8	F	*Booker*
79	▼	5.1/7	F	*Alien Nation*
80	▼	4.7/8	F	*Reporters*
81	▲	4.1/7	F	*Garry Shandling's Show*

Guide to symbols [illegible]

FREEZE FRAMES: Current network standings as of Week 16, Jan 1–Jan 7

Network averages

Prime time		Evening news	
NBC:	15.8 25.2	CBS:	12.0 21
CBS:	13.4 21.6	ABC:	11.9 21
ABC:	12.1 19.3	NBC:	11.0 20

Demographic ratings

	ABC	CBS	NBC
Viewers 2+	8.1	8.3	10.4
Women 18-49	8.7	8.6	10.3
Men 18-49	7.8	6.2	9.6

Season to date ratings

1989–90		1988–89	
NBC:	14.8 25	NBC:	15.8 26
ABC:	12.9 22	ABC:	13.0 21
CBS:	12.2 20	CBS:	12.2 20

BY THE NUMBERS 2

Summary of Broadcasting & Cable

BROADCASTING			
SERVICE	ON AIR	CP's[1]	TOTAL *
Commercial AM	4,966	257	5,223
Commercial FM	4,251	779	5,030
Educational FM	1,414	261	1,675
Total Radio	[illegible]	1,297	11,928
Commercial VHF TV	548	21	569
Commercial UHF TV	540	199	739
Educational VHF TV	123	5	128
Educational UHF TV	225	23	248
Total TV	1,436	248	1,684
VHF LPTV	300	205	505
UHF LPTV	324	1,508	1,832
Total LPTV	624	1,713	2,337
FM translators	1,797	310	2,107
VHF translators	2,717	122	2,839
UHF translators	2,176	427	2,603

CABLE†	
Total subscribers	[illegible]
Homes passed	73,900,000
Total systems	8,500
Household penetration†	55.4%
Pay cable penetration	29.4%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

"By the Numbers" continues from page 18

season, both *Roseanne* and *Cosby* had a 25.5 season-to-date average, then, at Week 51 (ended Sept. 10, 1989), *Cosby* had a 22/38 for 49 weeks in its timeslot, while *Roseanne* had a 22.9/34 for 17 weeks at 8:30 and a 21/34 for 26 weeks at 9.

Shifting to Week 16, NBC won with a 15.8/25.2, over CBS's 13.4/21.6 and ABC's 12.1/19.3. Together, the big three posted a 41.3 rating, which translates to 38.04 million households delivered. That number is still more than one million households shy of last season's Week 16 figure, but up about 5.7 million from this season's Week 15 figure, which included Christmas day.

While Christmas wasn't very good to CBS, the start of the new year was better for the network. In the evening news race, CBS ended ABC's winning streak by posting a 12/21 over ABC's 11.9/21. NBC had an 11/20. In addition, according to the book of days, CBS won back Sunday night when the network posted a 19.4/30.5 over NBC's 12.2/18.6 and ABC's 11.4/17.9 evening averages. For the rest of the book, NBC won five nights, Monday through Thursday and Saturday. Like CBS, ABC won only one night, Friday, which it took with a 14.5/25.3 over CBS's 11.4/20 and NBC's 10.4/18.3.

MarketScope

The Standard & Poor's 400 lost 11.25 points, closing at 399.15 on Jan. 10. The 127 stocks tracked on the Stock Index posted only 43 advances, 64 declines and 20 unchanged. The Service group went against this trend posting 10 advances, only two stocks declined and one stock remained unchanged. The top gainer for the week, in terms of total price, was the Washington Post's 'B' stock, which gained 7.5 to close at 293.75, up 2.6%. Capcities/ABC (symbol CCB) lost 23 to close at 547, a drop of 4%.

Stock Index Notes: T-Toronto, A-American, N-NYSE, O-NASDAQ. Bid prices and common A stock used unless otherwise noted. P/E ratios are based on earnings per share for the previous 12 months as published by Standard & Poor's or as obtained by Broadcasting's own research.

STOCK INDEX 1

	Closing Wed Jan 10	Closing Wed Jan 3	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N (CCB) Capital Cities/ABC	547	570	-23	-04.03	23	[illegible]
N (CBS) CBS	182 1/4	184	-1 3/4	-00.95	16	4,306
[illegible] Clear Channel	13 3/4	14	-1/4	-01.78	137	53
[illegible] Heritage Media	3 7/8	3 3/4	1/8	03.33	-2	139
[illegible] Jacor Commun.	5 3/4	5 3/4		00.00	-4	57
[illegible] LIN	115 5/8	120 1/8	[illegible]	[illegible]	64	[illegible]
[illegible] Olympia Broadcast	3/8	3/8		00.00		
[illegible] Osborn Commun.	13	12 1/2	1/2	04.00	-7	91
[illegible] Outlet Commun.	25	25		00.00	20	163
[illegible] Price Commun.	6 1/8	5 1/2	[illegible]	[illegible]	-12	58
[illegible] Sage Broadcasting	2 3/4	2 3/4		00.00	-3	10
[illegible] Scripps Howard	84	84		00.00	33	[illegible]
[illegible] SunGroup Inc.	1 7/8	1 3/4	1/8	07.14	[illegible]	4
[illegible] Telemundo	7 3/4	8 1/4	-1/2	-06.06	-2	151
[illegible] TVX Broadcast	4	4		00.00		[illegible]

	Closing Wed Jan 10	Closing Wed Jan 3	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
BROADCASTING WITH OTHER MAJOR INTERESTS						
N (BLC) A.H. Belo	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
N (AFL) American Family	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
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STOCK INDEX 2

[illegible]

bered channel assignments to location on higher end of band. Before most recent events, Fritts and Mooney had been trying to hammer out deal on must carry language that they would then take to Congress. Basis of negotiations is inter-industry agreement on must carry with which cable says it can live. Broadcasters, however, want to go beyond it, and demanded that any legislation contain language protecting broadcaster's signal from being shifted off-channel. NCTA agreed to put broadcaster signals on over-air assignment or on channel that is mutually agreeable. But INTV argued in letter to Capitol Hill that on-channel deal offered by NCTA "would not stop the shifting but would precipitate a massive new wave of channel shifts of UHF independents and public stations currently carried on first-tier channels."

Network Rules

Reform of FCC's financial interest and syndication rules is becoming hot item in Washington. TV producers and big three networks opened new round in war of words on subject in November, with series of letters to Congressman John Dingell (D-Mich.), chairman of the House Energy and Commerce Committee, in relation to Telecommunications Subcommittee hearing on foreign acquisitions of U.S. entertainment companies. NBC President Robert Wright wrote Dingell to argue that finsyn rules handicap networks as players in global competition between vertically integrated media conglomerates. Motion Picture Association of America head Jack Valenti and Program Producers & Distributors Committee Chairman Ralph Baruch both later wrote Dingell to sharply attack Wright letter.

Networks and Hollywood have been meeting but seem far from reaching compromise on rules. Networks say they want modification, not repeal, while MPAA has formed coalition whose aim is to preserve rules (BROADCASTING, April 24, 1989). No action on Hill or at FCC is anticipated.

In public statements, FCC Chairman Alfred Sikes and other commissioners have been encouraging negotiated settlement.

FCC's network rules are being reviewed, and several may be modified or eliminated on ground that networks now face stiff competition. At March 16, 1989, meeting, FCC rid its books of two-year limit on term of affiliation agreements between networks and stations. It has opened proceeding looking at rules prohibiting networks from representing affiliates in spot advertising market and from owning cable systems.

Proposal to eliminate network-cable crossownership ban has proved highly controversial. In comments, cable industry joined networks in calling for repeal of ban, but network affiliates and advertisers argued for its preservation.

Fox is expected to renew effort early in new year to convinc FCC that network rules should not apply to it so that it can continue to produce and syndicate programing and expand network schedule to more than 15 hours per week. Networks become subject to FCC's network rules as soon as they exceed 15-hour mark.

FCC has taken actions indicating it is disinclined to apply rules to other, smaller networks that have emerged. It ruled that financial interest and syndication rules and prime time access rules do not apply to Spanish-language Univision network, and it granted waivers of PTAR and dual network rule to Home Shopping Network.

Public Broadcasting

Under Jan. 31 deadline to submit plan to Congress assuring most efficient use of national programing dollars, CPB reached compromise with National Association of Public Television Stations and PBS that will, beginning Oct. 1, aggregate about $100 million at PBS under authority of chief programing executive, newly created position filled by former CPB Program Fund Director Jennifer Lawson.

Announced Nov. 14, 1989, plan will contract out approximately half of CPB Program Fund (about $20 million initially) to PBS for support of continuing series), contingent on public TV stations also turning over to PBS management of their Station Program Cooperative (about $80 million in support of continuing series). Stations, PBS, CPB and minority and independent producers will be represented on 17-member PBS National Programing Policy Committee overseeing Lawson. Plan is said to better differentiate functions, with CPB undertaking new "needs assessment" information-gathering role. CPB will devote remaining Program Fund dollars to new program development, including distinct funds for independent and minority productions. PBS announced Oct. 30 that it will lease or buy up to six transponders on AT&T next-generation satellite Telstar 401 to be launched in early 1993.

Just before holiday recess, Congress passed bill containing 1992 appropriations of $251 million for CPB and $76 million for next-generation public broadcasting satellite.

On Oct. 18, 1989, Independent Television Service (ITVS) board of directors met for first time in Washington. CPB has committed to funding ITVS at $6 million plus overhead and promotion this fiscal year. CPB board in September reelected Kenneth Towery chairman and elected new vice chairman, Daniel Brenner.

Syndex

FCC's new syndicated exclusivity rules went into effect Jan. 1 after U.S. Court of Appeals in Washington rejected cable operators' challenge of rules on constitutional grounds. Three-judge panel unanimously concluded that Congress had decided that question of protecting exclusivity that broadcasters bargain for in securing programing should be resolved by commission. And "on the record before us," panel added, "we should uphold its resolution."

Rules empower broadcasters to enforce exclusivity of programs against cable systems that import duplicative programing on distant broadcast signals.

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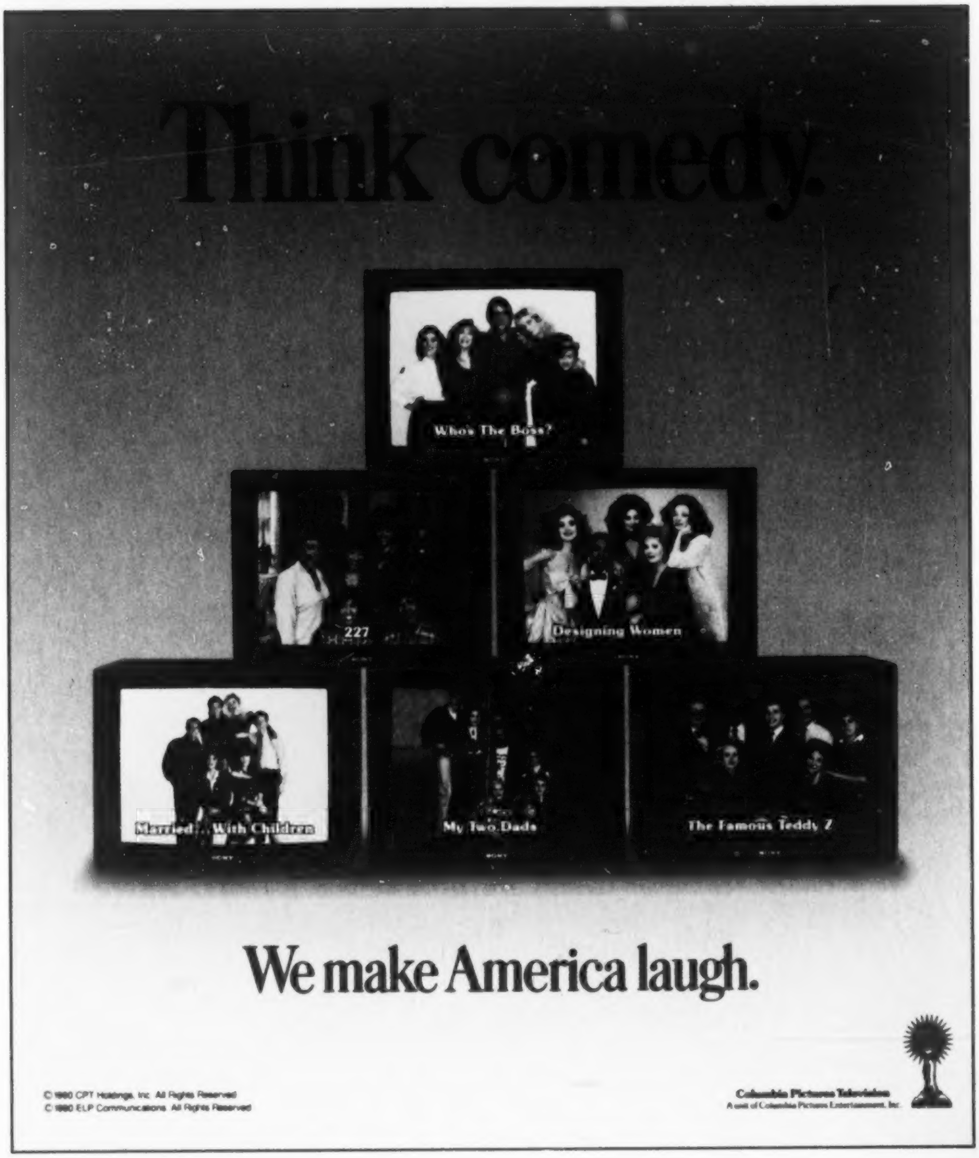
The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting ⚡ Jan 22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59th Year 1990

NATPE 1990

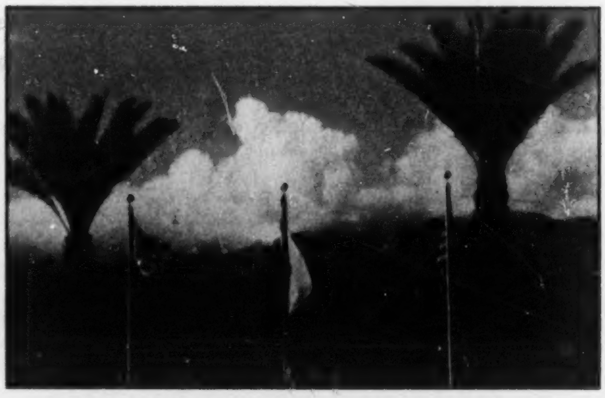
Broadcasting Jan 22

Vol. 118 No. 4

Food for thought... Amid criticism from convention participants about new rules governing NATPE show in New Orleans,

programing executives announce commitments for new programs. **PAGE 27.**

No mirage... National Association of Broadcasters board, meeting at Rancho Mirage, Calif., resists reviving programing code, reaffirms



opposition to telco entry, prepares battle plan for "if carry/must pay" and shifts radio focus to AM technical bill. **PAGE 33.**

Stock options... Securities analysts offer their predictions about performance of Fifth Estate stocks in 1990. **PAGE 56.**

32/ ***EQUAL FOOTING***

NBC President Robert Wright says FCC's financial interest rules must be modified if networks are to compete successfully in competitive environment.

36/ ***IN SEARCH OF EXCELLENCE***

FCC Chairman Al Sikes tells NATPE attendees to "pursue quality relentlessly" for success in global market.

35/ ***1990 OUTLOOK***

Abundance of new shows and limited number of station time periods leads some to describe this year as "buyer's market."

37/ ***THOSE INTERESTED***

Participants of media regulation panel say fin-syn issue would be better resolved by parties involved.

39/ ***PROGRESS CHECK***

Panelists discuss progress made in meeting growing economic presence of minorities in TV marketplace.

39, 40/ ***HIGH CARD***

Warner Bros.' *Trump Card* gets high marks in separate surveys of new shows by Seltel and Petry Television.

42/ ***NAB BUDGET***

National Association of Broadcasters' proposed $16.6 million budget for FY 1990-91 is unanimously adopted.

43/ ***AFFILIATE WINDOW***

NBC promises affiliates extra station breaks during 1992 Olympics.

50/ ***NEXT MOVE***

Adam Powell III, after resigning his post as vice president for news and information at National Public Radio, contemplates move to local level.

53/ ***COMEDY TONIGHT***

CBS executives say network will launch another comedy night.

54/ ***REAL THING***

CBS News President David Burke defends use of re-creations used on *Saturday Night with Connie Chung* during Television Critics Association press tour.

59/ ***NOT NOW***

Supreme Court rejects two cable cases for review.

79/ ***BIG PICTURE***

HBO President E. Thayer Bigelow has seen both sides now, building on his experience heading cable system operations, as he heads HBO's marketing and affiliate efforts.

80/ ***TCI SPLIT***

Tele-Communications Inc., nation's largest cable MSO, says it will spin off nearly all of its cable programing interests and some of its cable systems into separate company.

DEPARTMENTS

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BY THE NUMBERS 1

After a week tied for first place, *Cosby* and *Cheers* (pictured) were knocked out by *Roseanne* for the number-one slot of Week 17 (Jan. 8-14). *Roseanne* pulled in a 26.4 rating and a 38 share while number two *Cosby* posted a 23.3/36 and number three *Cheers* had a 22.2/34. For the season to date, that gives *Roseanne* a 24.1/36, according to Nielsen, while the other two combatants for first have a 23.6/39 (*Cosby*) and a 23.0/36 (*Cheers*).

For the week, NBC came out on top with a 15.4/24.9 compared to CBS's 13.4/21.5 and ABC's 13.2/21.1. While ABC won Tuesday, Wednesday and Friday nights, the stronger wins of NBC on Thursday and Saturday powered that network to the top. The other two nights of the week, Sunday and Monday, were won by CBS.

In the network news race, ABC was back on top after being beaten the previous week by CBS. ABC's *World News Tonight* was victorious in Week 17, posting an 11.9/21 to the *NBC Nightly News*'s

"By the Numbers" continues on page 12

RATINGS ROUNDUP

Week 17 □ Jan. 8–Jan. 14

Rank		Rating	□ Network	□ Show
1	▲	26.4/38	A	*Roseanne*
2	▼	23.3/36	N	*Cosby Show*
3	▼	22.2/34	N	*Cheers*
4	▲	21.4/33	N	*Different World*
5	▼	21.2/36	N	*Golden Girls*
6	▼	20.4/31	C	*60 Minutes*
7		19.8/31	C	*NFC Championship*
7	▲	19.8/34	N	*Empty Nest*
9	▲	19.3/30	N	*Dear John*
10	▼	19.0/27	A	*Wonder Years*
11	▲	18.7/29	A	*Coach*
12	▲	18.6/28	A	*Who's The Boss?*
13	▼	18.5/27	C	*Designing Women*
13	▲	18.5/32	N	*L.A. Law*
15	▲	18.1/28	C	*Newhart*
16	■	18.0/27	A	*Am. Funniest Home Videos*
17	▼	17.9/28	N	*Unsolved Mysteries*
18	▲	17.8/28	C	*Sun. Movie: Pair of Aces*
18	▲	17.8/28	N	*Sun. Movie: Without Consent*
20	▼	17.5/25	C	*Murphy Brown*
21	▲	17.4/28	A	*Head of the Class*
21	▼	17.4/28	N	*Matlock*
23	▲	16.9/28	A	*Full House*
23	▼	16.9/27	A	*Growing Pains*
25		16.4/24	N	*Hogan Family*
26		16.1/25	N	*Tue. Movie: Drug Wars, pt. 3*
27	▲	15.9/28	A	*20/20*
28	▲	15.8/24	C	*Jake and the Fatman*
29	■	15.7/24	A	*Mon. Movie: Rock Hudson*
29	▼	15.7/28	N	*Hunter*
31		15.5/26	A	*Family Matters*
32	▼	15.4/23	A	*Doogie Howser, M.D.*
33		15.2/23	N	*Mon. Movie: Drug Wars, pt. 2*
34		14.7/22	N	*ALF*
35	▲	14.4/25	C	*Knots Landing*
35	▼	14.4/21	C	*Major Dad*
37	▼	14.3/25	N	*Amen*
38	▼	14.1/23	A	*Perfect Strangers*
39		13.7/20	A	*MacGyver*
40		13.4/22	C	*Dallas*
40	▲	13.4/22	A	*Just the Ten of Us*
40	▲	13.4/20	C	*Rescue: 911*
43	▼	13.2/22	C	*Doctor, Doctor*
44	▼	13.0/19	F	*Married...With Children*
44	▼	13.0/20	N	*Night Court*
46	▼	12.8/23	N	*227*
47	■	12.7/19	F	*The Simpsons*
48		12.5/20	A	*Anything But Love*
49	▼	12.3/22	A	*China Beach*
50	▼	12.2/19	A	*Father Dowling Mysteries*
51	▲	11.7/19	A	*thirtysomething*
52	▲	11.6/21	N	*Quantum Leap*
53		11.5/18	N	*Magical World of Disney*
53	▼	11.5/19	N	*True Blue*
55	▼	11.4/19	A	*Sun. Movie: Jury Duty*
56		11.3/18	N	*My Two Dads*
57		11.2/18	C	*Famous Teddy Z*
58		11.1/20	C	*Wiseguy*
59	■	11.0/18	A	*Free Spirit*
59	▼	11.0/19	N	*Mancuso, FBI*
61	▼	10.9/19	C	*Falcon Crest*
62	▼	10.8/17	C	*48 Hours*
63	▼	10.7/17	C	*Tue. Movie: La Bamba*
64	▼	10.5/16	C	*Island Son*
64	▼	10.5/16	A	*Young Riders*
66	▼	10.0/17	N	*Baywatch*
66	▲	10.0/16	A	*Life Goes On*
68	▼	9.8/17	C	*Max Monroe: Loose Cannon*
69	▼	9.3/14	C	*Beauty & the Beast*
70	▼	9.1/14	F	*America's Most Wanted*
71	▼	8.7/15	A	*Mystery Movie: B.L. Stryker*
72	▼	8.3/15	C	*Paradise*
73	▼	8.0/16	C	*Sat. Night With Connie Chung*
74	▼	7.9/14	A	*Primetime Live*
75	▼	7.7/14	A	*Mission: Impossible*
76	▼	7.5/13	F	*Cops*
77	■	7.1/12	F	*Totally Hidden Video*
78	▼	7.0/11	F	*Open House*
78	▼	7.0/12	C	*Tour of Duty*
80	▼	5.2/9	F	*21 Jump Street*
81	▼	5.1/8	F	*Booker*
82	▼	4.8/7	F	*Alien Nation*
83	▼	4.6/7	F	*Tracey Ullman Show*
84	▼	4.5/6	F	*Reporters*
85		3.9/6	F	*It's Garry Shandling's Show*

Guide to symbols: ▼ —Down from last week ▲ —Up from last week ■ —[illegible]

Source: Nielsen and Broadcasting's own research.

FREEZE FRAMES: Syndication Scorecard *

Week ended Jan. 7

Rank	Program (Syndicator)	Rtg	Stns	Covg
1	Wheel of Fortune, syn (King World)	15.4	225	99
2	Jeopardy! (King World)	13.7	215	99
3	Cosby Show (Viacom)	10.4	202	97
4	Oprah Winfrey Show (King World)	9.9	214	99
5	Current Affair (20th Century Fox TV)	9.4	187	96
5	Wheel of Fortune, wknd (King World)	9.4	184	89
7	Entertainment Tonight (TPE)	9.3	166	95
8	Star Trek: Next Generation (Paramount)	7.7	232	97
9	Donahue (Multimedia)	6.8	228	99
10	Star Search (TPE)	6.6	155	95
11	Cheers (Paramount)	6.2	199	99
12	Chip 'N' Dale (Buena Vista Television)	5.6	171	96
12	Ducktales: New Year's Day (Buena Vista)	5.6	155	93
12	People's Court (Warner Bros. Domestic TV)	5.6	169	90
15	Family Feud (LBS)	5.5	114	78

The following shows were rated, but not ranked

Program (Syndicator)	Rtg	Stns	Covg
Wrestling Network	6.4	168	92
World Wrestling Federation (WWF)	8.2	234	97

* Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research.

Summary of Broadcasting & Cable

BROADCASTING

SERVICE	ON AIR	CP's [1]	TOTAL *
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CABLE†

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* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

"By the Numbers" continues from page 10

10.9/19 and the *CBS Evening News*'s 10.8/19. Also in the news numbers, ABC's *20/20* tied its highest rating of this season with its 15.9/28, putting it 27th for the week.

Among the shows premiering, ABC's *America's Funniest Home Videos* made the biggest impression, scoring an 18/27 on Sunday to finish 16th for the week. Fox's *The Simpsons* came in 47th with a 12.7/19, also on Sunday. ABC's *Free Spirit*'s Sunday debut garnered an 11/16 to finish 59th and Fox's *Totally Hidden Video* got a 7.1/12 to finish 77th.

MarketScope

Media stocks took their share of a beating in last week's market. Large capitalization media issues, which had benefited late last year on the upside, took most of the downturn last week, while over-the-counter media issues held up reasonably well. One noticeable exception was Westwood One, which fell from 9¼ to 7⅛. Virtually every industry segment was affected by the selling, including Entertainment, which may have been partly influenced by impressions from last week's NATPE convention, at which many financial observers were in attendance. Paramount was down almost 10%, to 45⅝, while Orion Pictures Corp. fell almost 14%, to 18¼. Shares of the networks and group owner/publishers were also off, but one stock bucking the trend of recent weeks is group owner Liberty Corp., which rose slightly to 44½, up more than 10% over the past month. An A.G. Edwards analyst cited earnings improvement and investor attention from Industrial Equity, a Hong Kong-based concern, which recently disclosed a stake—last Tuesday it was reported to have increased to 7.02%. Also the subject of an SEC 13D filing was Time Warner affiliate American Television & Communications, 9.1% of which was reported last Wednesday to be now owned by PTS Investors, described as "an affiliate of JMB Realty Corp."

Stock Index Notes: T-Toronto. A-American. N-NYSE. O-NASDAQ. Bid prices and common A stock used unless otherwise noted. P/E ratios are based on earnings per share for the previous 12 months as published by Standard & Poor's or as obtained by Broadcasting's own research.

STOCK INDEX 1

[illegible]

STOCK INDEX 2

cle of the new year: "1990: The New Decade." Then I re-read it. Not one mention of the public, the communities, the audience, the viewers and listeners.

Only Don Browne mentioned credibility. And our new FCC chairman, Alfred Sikes, avoided any reference to the public.

So it looks like another cold decade for the consumers of the media. Or does it? My surveys indicate there are more car cassette players and CD players because of all the commercials and clutter on radio now. And 15% of the TV audience are using their TV's for watching videotapes, playing video games and as computer monitors.

The "marketplace" is speaking and I hope the industry leaders are aware that these are consumers.

Please don't consider this just another complaint from another egghead professor. I had 25 years of commercial broadcasting before I started teaching and I constantly strive to be objective. I just see broadcasting as a giant money machine now and the public be damned.—*Stanley Lichtenstein, broadcast faculty adviser, Chabot College, Hayward, Calif.*

Censorship vs. responsibility

EDITOR: This is a response to your Dec. 11, 1989, editorial, "Return to sender."

In the editorial, you accuse the FCC of censorship because of its recent enforcement of broadcast indecency laws against six stations, adding that the commission is attempting to "advance its own morality—or that of a particularly vocal lobby—as the law of the land."

In fact, the FCC *is* enforcing the law of the land. It only seems unjust to you because the law has not been enforced in recent history. The commission's actions came only in response to the public's outcry for justice. Thousands of letters from angry citizens have flooded the FCC's mailbox over the past several years...letters from citizens outraged at the illicit material on the airwaves (which some broadcasters elect to call "free speech"). Instead of condemning the commission's actions, you should be sighing "relief" that only six stations were cited...which is barely a slap on the industry's wrist.

The FCC is not "advancing its own morality," as you contend; rather, it is advancing the will of the American people. Yet, like spoiled children, you cry "censorship." The *real* truth is that some broadcasters want to advance their own *immorality* without regard to the listening tastes of the public at large.

As a fellow broadcaster, I hear a lot about broadcasters' "rights" but very little about "responsibility." Whether we care to admit it or not, there are limits to free speech. Let us not forget that we are government-appointed *trustees* of the *public's* airwaves, not the other way around.—*Bob Hall, Sioux Falls, S.D.*

Location, location, location

EDITOR: We just recently completed a trip through 14 states and enjoyed listening to the radio in both our truck and our trailer. It was very comforting to be able to keep track of news, the weather (especially the weather) and be entertained. Radio is always there when you need it.

However, we noticed one particularly irritating aspect of the station operation. That is that while stations never fail to announce their FCC call letters as required, rarely do they give the town or city from which they are transmitting.

On many occasions we would have taken advantage of some facility that was being advertised, but because we pull a fairly large trailer we did not feel we could spend the time or fuel to attempt to find the place we were interested in. That is, if we could be sure in which town the facility was.

It would help all of us travelers if your readers would tell the traveling public where they are and where the facility is that is being advertised.

There are literally thousands of small towns very close together in our country and I think the individual stations are doing their advertising customers a disservice by not telling the public where they are.—*James C. Dean, Mount Crested Butte, Colo.*

Mapping it out

EDITOR: Fidel Castro and Daniel Ortega with dubbed-in voices *are* funny—commercials occasionally are better than the shows. But television instructor Brian Read ("Open Mike," Dec. 18, 1989) claims that such trivialization is partly to blame for college students who think that Bolivia is next to Spain or Northern Ireland and England are part of the same land mass. If TV has caused a problem, TV might solve it, too.

Geographically ignorant people seldom miss the news, right? OK, begin every news item with a map.

Zoom from continent to country to city, then to the newstape. This will keep it lively.

Geographical awareness is enriched, newscasts get an improved look, and it's all done without bumping one 30-second commercial.—*Ron Lindow, Pittsburgh.*

Auto search

EDITOR: The Museum of Broadcasting is planning a seven-decade retrospective of radio and TV advertising for automobiles. The exhibition is scheduled to open in January 1991, and will help celebrate the museum's move to its new home.

The museum will, of course, be contacting appropriate parties to secure materials for the exhibition. At the same time, we would deeply appreciate hearing from companies and individuals who have such materials, or know where we can find them—especially the older ads and campaigns, which will likely be the hardest to locate.

You can write me c/o the museum at 1 East 53rd Street, New York 10022, or call (212) 752-4690, extension 36. Thank you!—*Gerry Scorse, associate curator, advertising, The Museum of Broadcasting, New York.*

Editor's note: *The Jan. 1 "Open Mike" from David Shapiro on the Disabled Journalists of America incorrectly listed his place of residence as Grinnin, Ga. Mr. Shapiro lives in Griffin, Ga., and can also be contacted at (404) 228-6491.*

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and other systems remain in compliance with FCC rules.

If an emergency were to arise, an alarm goes off at the hub. NSN engineers either contact the station engineer or correct the problem themselves. Several adjustments can be made from the hub, such as power reductions for nighttime operation, tests of backup power systems, activation of security systems and other functions normally done by studio personnel. In some cases, NSN can even restart the transmitter if it goes down for some reason.

"The majority of the interest seems to be from medium markets—towns of between 40,000 and 70,000 people—with a good bit of interest from the larger markets and the smaller markets also," Sepmeier said. Contracts with stations signed so far range from DeFuniak Springs, Fla., to top-10 cities. Sepmeier said NSN is close to coming to terms with a station in the number-two Los Angeles market. At small stations, NSN is being sold as a way to save money by reducing the amount of personnel needed to monitor station systems. For larger stations, it allows personnel on hand to reserve time for other tasks.

"It's not unlike the philosophy of automation which a lot of stations large and small have used to free their air and sales talent to do things that [would be almost impossible] if they had to sit at a microphone to keep a radio station on the air 24 hours a day," said Allied's Burns, who also expects NSN will be popular in all markets.

Rates for the service remain the same as originally announced last summer: $9,600 a year or $8,000 a month. NSN points out those figures are less than a third of the cost of maintaining personnel to monitor the station at minimum wage for 24 hours.

NSN's original plan was to begin monitoring clients by the end of last June. But since then, it has been plagued by delays in equipment delivery. During the National Association of Broadcasters' Radio '89 in New Orleans last September, NSN was unable to demonstrate its system to the extent planned because equipment it had ordered to be delivered directly to New Orleans did not arrive.

In the meantime, NSN has upgraded its monitoring software. It has also been searching for new services to add to the system. It is now pitching a satellite subnetworking system, with the same VSAT technology used in the monitoring system, to station groups. Member stations will be able to route financial information, program logs and other data through the Avon hub to co-owned stations faster than facsimile machines or overnight mail services. The subnetwork will also deliver digital audio programing, such as commercials and public service announcements between stations. "It opens up a whole realm of possibilities for people programing their stations," Sepmeier said.

NSN is also in negotiations with the *M Street Journal*, a Washington-based newsletter, on a deal to deliver an electronic version of the publication to NSN customers. The *M Street Journal* mainly publishes actions and proceedings of the FCC. **–RMS**

Good showings by news and urban stations in fall books

Fall quarterly ratings for the top five radio markets revealed strong numbers for news-driven and urban contemporary formats (BROADCASTING, Jan. 8). Contemporary hit outlets faltered, most notably WHTZ(FM) New York and KIIS-FM Los Angeles, the latter listed below the line as a result of comments made by morning announcer Rick Dees, and dropping one share point. Rock hit KQLZ(FM) Los Angeles fell from a summer book high of 5.5 to a 3.8 share.

Radio shares in Detroit remained constant, with the summer book leaders remaining on top of the market. Capital Cities/ABC's MOR and news/talk WJR(AM) dropped to 8.3 from a summer 9.2, but kept its market leader position. Booth American's urban contemporary WJLB(FM) rose from a summer 6.4 to a 7.8, retaining second place. CBS's news outlet, WWJ(AM), jumped 1.8 to third place and a 5.7 share.

Dallas-Fort Worth increased in size to become the seventh market, displacing

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MAJOR LEAGUE BASEBALL

Boston. Infinity Broadcasting's adult contemporary simulcasters there, KVIL-AM-FM, continued in the number-one spot with a 10.2 share, posting a 2.3 increase over their summer number of 7.9. Capital Cities/ABC's country KSCS(FM) moved into second place with a 7.6, after co-owned WBAP (AM) dropped to a 4.4 from the summer's 7.3.

Talk radio dominated the Boston market, with RKO's WRKO(AM) capturing the top slot with a 6.6, unchanged from the summer book. CHR WXKS-FM dropped from a summer 8.0 rating to 6.2, and WBZ(AM) moved up to third with a 5.9 from a summer 5.4.

In the nation's capital, easy listening WGAY(FM) posted a 7.7 to remain in first place, followed by CHR WPGC-FM with a 6.7 and country simulcasters WMZQ-AM-FM with a 6.5.

In the 10th market, Houston-Galveston, urban contemporary KMJQ(FM) retained the number-one spot with an 8.1 share, followed by country KILT-FM with a 7.3. A country station also took third as KIKK-FM posted a 7.1.

All results are based on the Arbitron fall 1989 radio local market report for Sept. 21-Dec. 13, 1989 (total persons, age 12-plus, average quarter-hour shares, Monday-Sunday, 6 a.m.-midnight). Ratings data used is supplied by Arbitron and is copyrighted; it may not be reprinted or used in any form by nonsubscribers to the company's ratings service. ☐

1. New York

Station	*Format*	*Fall '88*	*'89*
WPAT-FM	Easy listening	3.6	5.0
WINS(AM)	News	4.4	4.7
WLTW(FM)	Soft contemp	4.7	4.7
WOR(AM)	Talk	4.7	4.6
WHTZ(FM)	CHR	5.6	4.3
WCBS-FM	Oldies	4.3	4.1
WQHT(FM)	CHR	4.0	4.0
WBLS(FM)	Urban contemp	3.6	3.8
WNEW-FM	AOR	3.2	3.7
WCBS(AM)	News	3.6	3.5
WNSR(FM)	Adult contemp	3.1	3.5
WXRK(FM)	AOR	3.4	3.1

2. Los Angeles

Station	*Format*	*Fall '88*	*'89*
KPWR(FM)	CHR	7.2	6.2
KOST(FM)	Soft contemp	5.4	5.7
KIIS-FM	CHR	5.8	5.4
KABC(AM)	Talk	5.3	4.6
KLOS(FM)	AOR	3.6	4.2
KBIG(FM)	Soft contemp	3.3	4.0
KQLZ(FM)	Rock hit radio	2.8	3.8
KWKW(AM)	Spanish	1.3	3.5
KNX(AM)	News	3.5	3.4
KLVE(FM)	Spanish	2.8	3.2

3. Chicago

Station	*Format*	*Fall '88*	*'89*
WGN(AM)	MOR/Talk	8.6	10.7
WGCI-FM	Urban contemp	6.7	7.3
WVAZ(FM)	Urban contemp	4.2	5.1
WBBM(AM)	News	6.0	4.9
WLUP-FM	Adult rock	4.3	4.1
WBBM-FM	CHR	3.2	4.0
WYTZ(FM)	CHR	4.0	3.8
WLUP(AM)	Talk	2.8	3.7
WXEZ-AM-FM	Easy listening	6.1	3.7
WUSN(FM)	Country	3.0	3.5
WCKG(FM)	Classic rock	4.3	3.4

4. San Francisco

Station	*Format*	*Fall '88*	*'89*
KGO(AM)	News/talk	8.3	8.2
KCBS(AM)	News/talk	5.0	6.1
KMEL(FM)	CHR	5.6	4.9
KOIT-AM-FM	Soft contemp	4.2	4.9
KABL-AM-FM	Easy listening	4.7	4.6
KNBR(AM)	Adult contemp	2.2	3.7
KFRC(AM)	Classic MOR	3.4	3.6
KRQR(FM)	AOR	2.9	2.9
KSOL(FM)	Urban contemp	2.8	2.9
KKSF(FM)	Adult contemp	2.7	2.7
KXXX-FM	Adult contemp	2.2	2.7
KDFC-AM-FM	Classical	2.9	2.6
KIOI(FM)	Adult contemp	3.9	2.6
KSAN(FM)	Country	2.2	2.6

5. Philadelphia

Station	*Format*	*Fall '88*	*'89*
WMMR(FM)	AOR	7.7	7.5
KYW(AM)	News	6.5	6.6
WUSL(FM)	Urban contemp	7.5	5.8
WEAZ-FM	Easy listening	5.7	5.6
WEGX(FM)	CHR	7.9	5.5
WIOQ(FM)	CHR	2.5	5.3
WYSP(FM)	Classic rock	4.9	5.3
WPEN(AM)	Nostalgia	5.1	5.2
WXTU(FM)	Contemp. country	4.1	4.8
WKSZ(FM)	Soft contemp	4.8	4.5
WOGL(FM)	Oldies	2.4	4.1

6. Detroit

Station	*Format*	*Fall '88*	*'89*
WJR(AM)	MOR/News/talk	9.0	8.3
WJLB(FM)	Urban contemp	7.0	7.8
WWJ(AM)	News	5.1	5.7
WHYT(FM)	CHR	3.4	5.0
WJOI(FM)	Easy listening	4.7	4.8
WLTI(FM)	Adult contemp	2.6	4.7
WWWW(FM)	Modern country	4.7	4.7
WDFX(FM)	CHR	5.4	4.2
WKQI(FM)	CHR	4.4	4.2
WNIC-FM	Adult contemp	4.9	3.9
WCSX(FM)	Classic rock	3.4	3.6
WLLZ(FM)	AOR	3.8	3.6
WJZZ(FM)	Jazz	1.7	3.5

7. Dallas-Fort Worth

Station	*Format*	*Fall '88*	*'89*
KVIL-AM-FM	Adult contemp	8.3	10.2
KSCS(FM)	Country	7.4	7.6
KRLD(AM)	News/sports	5.9	6.3
KPLX(FM)	Country	6.5	6.1
KKDA-FM	Urban contemp	7.2	5.4
KJMZ(FM)	Urban contemp	4.7	4.7
WBAP(AM)	Country	6.2	4.4
KMEZ(FM)	Easy listening	4.7	4.0
KLIF(AM)	Talk	3.3	3.5
KEGL(FM)	CHR	4.5	3.4
KTXQ(FM)	AOR	3.4	3.4

8. Boston

Station	*Format*	*Fall '88*	*'89*
WRKO(AM)	Talk	7.2	6.6
WXKS-FM	CHR	5.9	6.2
WBZ(AM)	Adult contemp	7.4	5.9
WZOU(FM)	CHR	5.0	5.5
WBCN(FM)	AOR	4.8	5.3
WJIB(FM)	Easy listening	5.4	5.1
WODS(FM)	Oldies	5.2	5.1
WHDH(AM)	Adult contemp	5.2	4.7
WMJX(FM)	Contemp. soft hits	3.6	4.6
WEEI(AM)	News	4.2	4.5
WSSH-FM	Easy listening	3.6	3.5

9. Washington

Station	*Format*	*Fall '88*	*'89*
WGAY(FM)	Easy listening	6.8	7.7
WPGC-FM	CHR	6.0	6.7
WMZQ-AM-FM	Country	7.1	6.5
WMAL(AM)	Variety	5.7	5.4
WKYS(FM)	Urban contemp	6.2	5.3
WAVA(FM)	CHR	4.5	4.8
WRQX(FM)	CHR	4.5	4.0
WHUR-FM	Urban contemp	4.9	3.8
WCXR(FM)	Classic rock	3.7	3.7
WLTT(FM)	Adult contemp	3.5	3.7
WTOP(AM)	News	3.7	3.7
WXTR-FM	Oldies	3.4	3.4

10. Houston-Galveston

Station	*Format*	*Fall '88*	*'89*
KMJQ(FM)	Urban contemp	9.8	8.1
KILT-FM	Country	4.6	7.3
KIKK-FM	Country	6.8	7.1
KLTR(FM)	Adult contemp	3.8	6.2
KKBQ-AM-FM	CHR	7.5	6.1
KLOL(FM)	AOR	5.2	5.8
KODA(FM)	Easy listening	6.1	5.6
KTRH((AM)	News	5.7	5.0
KLDE(FM)	Oldies	2.5	3.5
KRBE-FM	CHR	6.0	3.5
KZFX(FM)	Classic rock	3.7	3.5
KQUE(FM)	MOR	3.4	3.2

Armed Forces buy

The U.S. Armed Forces Radio and Television Service has acquired Virginia Beach, Va.-based CBN Radio Network's ***Heartline Across America*** for broadcast on the AFRTS FM stations. ***Heartline Across America*** is billed as a talk show featuring interviews, stories and contemporary music with a Christian perspective. The show will premiere in February.

Radio bridge

Culver City, Calif.-based radio program producer and distributor Westwood One has reached an agreement with Gosteleradio, the U.S.S.R. state radio and television broadcasting system, and StoryFirst, a Hollywood-based distributor of Western entertainment products to the USSR, to produce original, regularly scheduled commercial programing for radio broadcast in the Soviet Union.

Under the terms of the agreement, Westwood One will produce America on Record (debuting Feb. 2), U.S.A. Top 40 (debuting Feb. 9), and American Musical Classics (debuting Feb. 16).

The programs will be written and produced on digital audio tape in Los Angeles by Westwood One and delivered to the Soviet Union for translation, assembly and broadcast. The programs will carry commercials from both European and U.S. companies, with ads geared to create product awareness in the USSR

America on Record is a one-hour chronology of American music beginning with the 1920's. The program will air the first week of every month, and is written and produced by Gene Parrish.

American Musical Classics will examine American music since the days of the American Revolution. It will feature works from artists such as Gershwin, Bemstein and Copeland. The program will air the third Friday of each month, and is co-produced by Gail Eichenthal and Gene Parrish.

U.S.A. Top 20 is a 90-minute music countdown program, scheduled to air twice a month. It will be hosted by Stuard Detmer, a Chicago native residing in Moscow.

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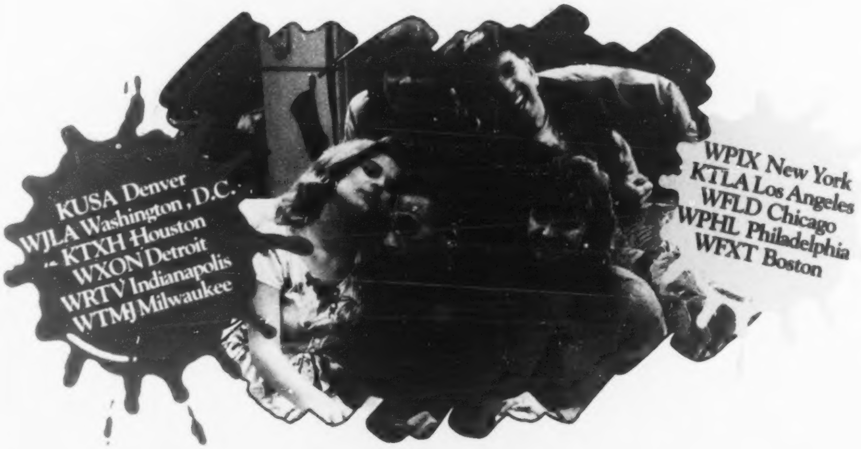
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59th Year 1990

Fox petitions to open fin-syn landrush

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Vol. 118 No. 5

Broadcasting Jan 29

Fin-syn debate heats up...

Fox ignites fin-syn battle by asking FCC to relax rules and grant it waiver. **PAGE 19.**

ABC gains on NBC in some ratings...

While NBC continues to win prime time household ratings race, ABC challenges it for top spot in key demographic categories. **PAGE 19.**

RAB sells radio in Dallas...

Radio Advertising Bureau's 10th annual Managing Sales Conference focuses on radio's strengths and positioning it in marketplace. **PAGE 30.**

20/ NCTA GETS TOUGH

In sharply worded speech, National Cable Television President James Mooney launches counteroffensive against broadcasting industry's anti-cable efforts.

25/ CHARACTER ISSUES

FCC Chairman Alfred Sikes orders proceeding to toughen commission's character qualifications for broadcast licensees.

27/ SWEEPS PREPARATIONS

Three major broadcast networks will rely less on long-form maxi-series and more on specials, theatricals and two- or three-part mini-series for February sweeps.

ABC's 'The Kennedys of Massachusetts' begins Feb. 18

25/ TCI TAX CONSIDERATIONS

Not only regulatory and stock market concerns, but also tax considerations, will affect Tele-Communication Inc.'s proposed multi-billion restructuring and spinoff.

28/ EARLY FRINGE REVIEW

Petry Television's analysis of Nielsen's November ratings shows *Geraldo* falling in early fringe in November and *Oprah* and *Jeopardy!* holding top two places.

28/ INTV-NATPE CONVENTION MERGER?

Some syndicators take issue with narrow scheduling window between INTV and NATPE shows.

29/ KWP CREATES NEW DIVISION

King World Productions creates new division charged with getting company into network program production business.

33/ HUNGARIAN FM WITH U.S. SOUND

Plans are under way in Hungary for commercial FM station with VOA Europe affiliation.

35/ BBC LEADER

BBC director-general Michael Checkland provides his vision for British company in coming decade.

39/ BARRY BUST

Local and national news organizations jump on story of Washington, D.C., Mayor Marion Barry's arrest for drug use.

Mayor Marion Barry (l), with his wife, Effie, on WUSA(TV) Washington

41/ GLOBAL VIEW AT NTIA

Janice Obuchowski, head of National Telecommunications and Information Administration, is taking world view.

44/ NEW DEMI-DBS SERVICE

Tele-Communications Inc. unveils plans for 10-channel satellite broadcasting service that TCI-led consortium of cable operators and GE Americom hope to launch by end of year.

45/ NRB PREVIEW

National Religious Broadcasters Association faces "rocky points" on eve of annual meeting in Washington, Jan. 27-31.

48/ INDUSTRY OUTLOOK

Among topics discussed at Sillerman Companies Radio and Television Outlook seminar in New York are growth of Fox Broadcasting Co., slowdown in broadcast TV's fragmentation and cable's growth and state of radio.

71/ LANDING IN PARADISE

Lorimar Television's David Jacobs has built his TV career on telling continuing family sagas, including *Dallas*, *Knots Landing* and, most recently, *Paradise*.

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BY THE NUMBERS 1

NBC was first in the prime time household race for Week 18 (ended Jan. 21). However, ABC was first in key demographics, among both men and women 18-49. In the household race the standings were: NBC, 14.6/23; ABC, 13.5/21, and CBS, 12.8/20. Among women 18-49, ABC led with an average 10.4 rating, one point ahead of NBC's 9.4. CBS trailed with a 7.9. Among men 18-49, the standings were: ABC, 7.6; NBC, 7.1, and CBS, 6.0.

Season to date, NBC continues to lead the household race by almost two rating points, with an average 14.8/25. ABC follows with a 13/22, and CBS is third with a 12.3/20. NBC also is ahead with women 18-49 season to date, with an average 9.6 rating, followed by ABC's 8.9, and CBS's 7.4. Among men 18-49, NBC and ABC are tied season to date, with an average 7.7. CBS follows with a 5.6.

Fox's new midseason animated *Simpsons* (pictured), airing Sundays, 8:30 p.m., continued to pull

"By the Numbers" continues on page 9

RATINGS ROUNDUP

Week 18 □ Jan. 15—Jan. 21

Rank/rating			Network	Show
1	▲	24.7/37	N	*Cheers*
2		23.4/36	N	*Cosby Show*
2	▼	23.4/36	N	*Roseanne*
4	▲	22.7/36	C	*60 Minutes*
5	■	21.6/32	N	*Grand*
6	▼	20.6/32	N	*A Different World*
7		20.5/29	C	*Murder, She Wrote*
8	▲	20.0/30	C	*Sun. Movie: The Operation*
9	▲	19.9/30	A	*Wonder Years*
10	▲	19.4/30	N	*Unsolved Mysteries*
11	▲	18.8/27	A	*Am. Funniest Home Videos*
12	▲	18.5/29	A	*Coach*
13		18.4/31	N	*L.A. Law*
13	▼	18.4/28	A	*Who's the Boss?*
15	▼	17.9/30	N	*Golden Girls*
16	▲	17.6/27	N	*Matlock*
17		17.5/27	N	*In the Heat of the Night*
18	▲	17.2/29	A	*Full House*
19	▼	16.7/25	C	*Designing Women*
20	▼	16.6/28	N	*Empty Nest*
21	▲	16.0/27	A	*Family Matters*
21	▲	16.0/25	A	*Growing Pains*
21	▼	16.0/21	N	*Sun. Movie: Perry Mason*
24	▲	15.7/25	A	*Sun. Movie: Unspeakable Acts*
25	▼	15.4/23	C	*Murphy Brown*
26	▼	15.3/23	N	*Night Court*
27	▼	15.1/24	C	*Newhart*
28	▲	14.9/21	F	*The Simpsons*
28	▼	14.9/26	A	*20/20*
30	▼	14.8/22	N	*The Hogan Family*
31		14.7/21	F	*Married... With Children*
32	▼	14.3/22	A	*Head of the Class*
33	▼	14.1/22	N	*Dear John*
33	▼	14.1/22	C	*Jake and the Fatman*
33	▲	14.1/23	C	*Knots Landing*
36	▼	13.9/21	A	*Doogie Howser, M.D.*
36	▲	13.9/23	A	*Just the Ten of Us*
38	▲	13.8/21	A	*MacGyver*
38	▲	13.8/23	A	*Perfect Strangers*
38	▲	13.8/24	A	*thirtysomething*
41	▼	13.7/21	N	*ALF*
41		13.7/24	N	*Midnight Caller*
43		13.6/19	A	*Full House Special*
44	▼	13.5/21	C	*Major Dad*
45	▲	13.1/23	A	*ABC Mystery Movie: Columbo*
46	▼	13.0/21	C	*Dallas*
47		12.9/22	N	*Ann Jillian Special*
47	▼	12.9/22	N	*227*
49	▼	12.8/20	N	*Mon. Movie: Blue Bayou*
50		12.6/21	N	*Fri. Movie: Murder in Paradise*
51	▲	12.2/19	A	*Sun. Movie: Jekyll & Hyde*
52	▼	12.0/20	C	*Doctor, Doctor*
53	▼	11.7/21	N	*Hunter*
54	▲	11.[illegible]/18	C	*48 Hours*
55	▼	11.[illegible]/17	[illegible]	[illegible]
56	▼	11.0/17	N	*Father Dowling Mysteries*
57	▼	10.9/17	A	*Anything But Love*
58		10.[illegible]/20	C	*Wiseguy*
59	▼	10.5/19	A	*China Beach*
60	▲	10.4/18	C	*Falcon Crest*
61	▼	10.1/19	N	*Quantum Leap*
61	▼	10.1/17	N	*True Blue*
61	▲	10.1/15	A	*Young Riders*
64	▲	9.9/14	F	*America's Most Wanted*
64	▲	9.9/16	A	*Life Goes On*
66	▲	9.7/17	C	*Paradise*
67	▼	9.6/14	C	*Famous Teddy Z*
68	▼	9.2/15	C	*Movie: Someone to Watch*
68	▼	9.2/16	C	*Island Son*
70	▼	9.1/15	C	*Mon. Movie: Loose Cannons*
70	▲	9.1/18	A	*Primetime Live*
72	▼	8.9/14	C	*Beauty & the Beast*
73	▲	8.8/15	F	*Cops*
74	▼	8.6/16	N	*Magical World of Disney*
75	▲	8.4/14	F	*Totally Hidden Video*
76	▼	8.2/15	C	*Sat. Night With Connie Chung*
77	▼	8.1/13	A	*Mission: Impossible*
77	▲	8.1/12	F	*Open House*
[illegible]	▼	7.9/13	[illegible]	[illegible]
[illegible]	●	7.9/11	[illegible]	[illegible]
[illegible]		7.8/11	[illegible]	[illegible]
[illegible]	▼	[illegible]	[illegible]	*21 Jump Street*
[illegible]	▼	[illegible]	[illegible]	*Booker*
[illegible]		[illegible]	F	*Movie: Raising Arizona*
[illegible]	●	[illegible]	[illegible]	*Alien Nation*
[illegible]	▼	[illegible]	[illegible]	[illegible]
[illegible]	●	[illegible]	[illegible]	[illegible]
[illegible]	▼	[illegible]	[illegible]	*It's Garry Shandling's Show*

Guide to symbols: [illegible]

[illegible]

FREEZE FRAMES: Syndication Scorecard *

Week ended Jan. 14

Rank	Program (Syndicator)	Rtg	Stns	Covg
1	Wheel of Fortune, syn. (King World)	15.9	*228	99
2	Jeopardy! (King World)	13.7	216	98
3	Cosby Show (Viacom)	10.6	203	98
4	Star Trek: Next Generation (Paramount)	10.5	234	97
5	Wheel of Fortune, wknd. (King World)	10.0	204	92
6	Oprah Winfrey Show (King World)	9.6	215	99
7	Current Affair (20th Century Fox TV)	9.3	187	96
8	Entertainment Tonight (TPE)	8.7	165	95
9	Star Search (TPE)	6.6	154	95
10	Donahue (Multimedia)	6.5	225	99
11	Family Feud 2 (LBS)	6.2	128	84
12	Geraldo (Paramount)	6.1	197	99
13	Inside Edition (King World)	5.8	104	82
14	Chip 'N' Dale (Buena Vista Television)	5.6	171	96
14	People's Court (Warner Bros. Domestic TV)	5.6	169	90

The following shows were rated, but not ranked

Program (Syndicator)	Rtg	Stns	Covg
Wrestling Network	7.1	169	92
World Wrestling Federation (WWF)	9.4	242	97

* Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research

Summary of Broadcasting & Cable

BROADCASTING			
SERVICE	ON AIR	CP's[1]	TOTAL*
Commercial AM	[illegible]	357	[illegible]
Commercial FM	[illegible]	779	[illegible]
Educational FM	1,414	261	1,675
■ Total Radio	[illegible]	1,297	[illegible]
Commercial VHF TV	[illegible]	21	[illegible]
Commercial UHF TV	[illegible]	[illegible]	[illegible]
Educational VHF TV	123	[illegible]	[illegible]
Educational UHF TV	[illegible]	[illegible]	[illegible]
■ Total TV	[illegible]	[illegible]	[illegible]
VHF LPTV	[illegible]	[illegible]	[illegible]
UHF LPTV	[illegible]	[illegible]	[illegible]
■ Total LPTV	[illegible]	[illegible]	[illegible]
FM translators	[illegible]	310	2,107
VHF translators	2,717	122	[illegible]
UHF translators	2,178	427	[illegible]

CABLE†	
Total subscribers	[illegible]
Homes passed	[illegible]
Total systems	[illegible]
Household penetration†	[illegible]
Pay cable penetration	[illegible]

* Includes off-air licenses † Penetration percentages are of TV household universe of 90.4 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

"By the Numbers" continued from page 8

solid numbers. Its second week out, the show ranked second in its time period (beaten only by the second half-hour of *Murder, She Wrote*) and came in 29th overall with a 14.9/21.

In its first week out, NBC's midseason comedy, *Grand*, from Carsey-Werner Productions, fared well, finishing fifth in household delivery for the week with an average 21.6/33. The show debuted on Thursday at 9:30 p.m., following the number-one show of the week, *Cheers*, which averaged a 24.7/37.

MarketScope

Media stocks declined last week, again mostly on market-wide concerns, but a few on their own. Particularly hard hit were stocks connected to the debt markets, including highly leveraged companies and "deal" stocks. LIN Broadcasting for instance, dropped below $100 last Wednesday before closing at 105½, off 7% from a week ago. Also hard hit were MSO stocks, many of them giving up gains from last week following the Tele-Communications Inc. spin-off announcement (see "Top of the Week"). Among the losers was Adelphia, off 12.5%, and Cablevision Systems Inc., down 18% from two weeks ago, and subject of growing "short interest." American Television & Communications continues to hold up reasonably well, in part perhaps because of the stock's reinstatement on Oppenheimer & Co.'s recommended list. Most group owner/-publishers were off slightly while McGraw-Hill, apparently on intermittent rumors, was flat and one of the most active options issues two weeks ago. Outlet Communications, a "deal stock" fell to 19, a 52-week low, which one market source also attributed to competition in the Providence, R.I., market. Also hitting a 52-week low was Westwood One, the subject of a negative article in *Forbes* criticizing the company's accounting policy. Cable programers, equipment and studio stocks were also off.

Stock Index Notes: T-Toronto, A-American, N-NYSE, O-NASDAQ. Bid prices and common A stock used unless otherwise noted. P/E ratios are based on earnings per share for the previous 12 months as published by Standard & Poor's or as obtained by Broadcasting's own research.

STOCK INDEX 1

BROADCASTING

[illegible]

BY THE NUMBERS 3

STOCK INDEX 2

PROGRAMMING

CABLE

Handy dandy looker upper

Broadcasting Publications
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Arbitron data

Arbitron is introducing "Lifestyle Target AID," a new PC application which combines Arbitron's AID database with PRIZM (Potential Rating Index by ZIP code Markets) Clusters, computer-generated data that categorize demographics by ZIP code to predict eating, drinking and television viewing habits.

"Lifestyle" breaks out audience data according to 40 different PRIZM Clusters, or 12 social groups. PRIZM utilizes statistical techniques to define neighborhood or community groupings exhibiting similar and predictable behavior patterns toward products, services, media and promotions, and to locate similar communities throughout the country. These are then arranged into social groups and refined into more precise clusters so that TV stations can target to the larger community as well as on the neighborhood level.

The 12 social groups range from "educated, affluent executives and professionals in elite metro suburbs" to "mixed, unskilled, service and labor in aging, urban row and highrise areas." Clusters fall into such categories as "Blue Blood Estates," "God's Country," and "Downtown Dixie Style." ▫

panel said the medium should see continued growth in the decade to come.

Potash expects radio to gain from the newspaper industry's current advertising and circulation woes. Reasons for radio's success where newspapers may have failed, according to the RAB president, is that radio is more flexible, cost-efficient and more localized to serve the advertiser.

Goldberg also expressed optimism, citing a growth rate of 8.7% annually for the last seven years, which he says was fueled by local advertising. Not every market prospered, however: Goldberg named Denver, Boston and Minneapolis as markets that had down years.

The radio network business, according to Robinson, has come through a decade which saw fragmentation and then consolidation. The Unistar CEO described both 1980 and 1989 as years which saw the business dominated by a few players. However, the difference, he said, is that during the 1980's, business grew from $156 million to $425 million and the players changed from ABC, CBS and NBC to ABC, Westwood One, Unistar and CBS.

No new ideas emerged for bringing back AM. Panelists debated whether the medium needed new technology, new programing or a new way to reach advertisers, without reaching any conclusions. —JF

December, 1989

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Daniels promotes cable's contribution to the economy

Cable television will account for more than $24 billion of the gross national product this year, including providing 561,000 jobs and $18.2 billion in income, according to a study by Bortz & Co. commissioned by Bill Daniels.

The study said that industry revenues continue to increase 10% annually, spread across the country. "Both direct and indirect cable employment is concentrated overwhelmingly at the local level, generating positive economic impacts through the 9,000 individual systems serving communities across the nation," Daniels said. Cable also has contributed $5.5 billion to charities over the past decade.

Daniels included the results of the study in letters to federal officials. "Before you endorse a course of action that would adversely impact the cable industry, and more importantly, the American public," he wrote, "please consider this industry's positive impact on our economy."

The study estimated that cable revenue will hit $17.3 billion in 1990, providing direct employment for 101,400 people. Total employe income will hit $2.8 billion this year. Industry operating expenses will hit $9.8 billion in 1990, leaving operating cash flow at $7.4 billion.

Cable suppliers will add 69,000 jobs, generating $2.4 billion in income. Overall, the study said, 14,000 direct new jobs have been added since the 1988 impact study and 24,000 since 1986.

In other overview statistics, the report states that 89% of subscribers receive 30 or more channels, including 20.6% who are getting 54 or more. Only 8.8% received between 20 and 29, while 2.7% get 19 or fewer channels. Four years ago, the number receiving more than 30 channels was less than 67%.

There are now 114 cable services, 86 national and 28 regional. Basic cable, superstations and pay cable account for more than 40% of the viewing in cable homes, the study said.

In programing costs, the study estimates that basic cable networks will spend $1.3

Media by media:

Revenue in billions of dollars

Category	*1980*	*1988*	*% chg*
Cable	$2.9	$13.7	21.4%
Telephone	$61.2	$138.4	10.7%
Newspapers	$18.0	$33.4	8.0%
Periodicals	$9.0	$18.0	9.1%
Broadcast TV			
Network	$5.1	$9.4	7.9%
Natl/reg	$3.3	$7.2	10.2%
Local	$3.0	$7.4	11.9%
Radio	$3.7	$7.7	9.6%
Theatrical	$2.7	$4.4	6.3%
Home video	$0.4	$8.1	53.7%

billion in 1990, excluding $210 million in copyright payments. The pay networks will spend $1.18 billion, while PPV will account for $110 million. Overall, the study estimates that between $1.6 billion and $1.7 billion will flow to motion picture studios and other producers and between $500 million and $600 million to sports rights holders. **–MS**

New round in Arbitron-Birmingham dispute

In what seems to be a case of perpetual motion, Arbitron Ratings Co. has filed suit in the United States District Court for the Southern District of New York against Times Mirror-owned NBC affiliate WVTM-TV Birmingham, Ala. Arbitron said the dispute between the ratings service and the station is a financial one, involving the payment of a $129,000 bill for services rendered from Aug. 1, 1986, through Jan. 1, 1988. Times Mirror council Jeff Smith said, however, that WVTM-TV stopped paying for the service because it felt Arbitron was not publishing the Birmingham market in accordance with its own methodology.

The dispute has its root in 1985 when independent station WDBB asked Arbitron to be included in the Birmingham book, which is the 47th ranked ADI market, rather than the 185th ranked Tuscaloosa market. Arbitron, according to WDBB President David DuBose, gave permission for the switch and then changed its mind. DuBose told BROADCASTING that Arbitron told WDBB that it could get into the Birmingham books if it agreed to combine its viewership with WNAL-TV Birmingham (Gadsden), Alabama. Since WDBB pays WNAL-TV to carry much of WDBB's programing, it agreed to the listing. However, the station ended up being included in only four Arbitron books from May 1986 through February 1987. DuBose says that Arbitron was being pressured by other stations in the market to back out of the agreement, and when Arbitron did so, the two stations took the ratings service to court and won.

Last April, a federal jury found Arbitron had committed fraud and breach of contract in connection with an agreement involving the two stations and ordered the ratings service to pay them $5.5 million (BROADCASTING, April 24, 1989). WDBB is now in the Nielsen book and is not using the Arbitron service.

WVTM-TV got involved in 1986 when it canceled its contract with Arbitron after WDBB was initially put in the Birmingham book.

WDBB is also in the process of trying to transfer its city of license from Tuscaloosa to Bessemar, Ala., which is within the Birmingham ADI. CBS affiliate WBMG(TV), DuBose said, has filed a petition to deny the transfer. Earlier, WDBB filed suit against WBMG in the circuit court of Jefferson County, Ala., alleging that the CBS affiliate coerced Arbitron to drop WDBB.

Arbitron, DuBose said, will list WDBB if the FCC approves the license transfer. □

Bottom■Line

Suit settlement. Qintex Entertainment Inc. said it has reached settlement with MCA Television ending litigation regarding Qintex's distribution of ***The New Leave it to Beaver***, ***McHale's Navy*** and ***Leave it to Beaver***. Failure of Qintex to make payment to MCA precipitated former company's filing for protection under Chapter 11 bankruptcy on Oct. 19, 1989. Company still has several weeks under which it has exclusive right to file reorganization plan, said spokesman. Announcement last week said that under agreement, "MCA will assume responsibility for future programing sales, and proceeds from current receivables will be allocated between the two companies." Bankruptcy court, Qintex said, has approved settlement.

□

Expensive playthings. MCA said it has decided to sell LJN Toys subsidiary and would record after-tax "loss from discontinued operations" of roughly $53 million. Company said that amount includes $30 million after-tax provision "related to the future sale of LJN," and division's expected operating loss for 1989. MCA completed acquisition of toy manufacturer in mid-1985. During both 1987 and 1988, toy products division lost over $30 million.

□

Rep mutation. Marvin Roslin, president of Roslin Radio Sales, announced formation of new television sales company to be located in New York. Said Roslin: "Many leaders in the television industry have come to the conclusion their stations should draw upon the experience and expertise of successful radio station representatives. Television...should be employing radio's target market and merchandising skills." Roslin said many "newer independent" TV stations have already sought help from company.

□

Movable feast. Negotiators for NBC and the National Association of Broadcast Employes and Technicians continued their respective contract proposals to replace the current labor agreement which expires March 31. Additional negotiations are scheduled in early February for Orlando, Fla., and in mid-March in New York.

□

Leveraged delivery. Falcon Cable Systems Co. said majority of limited-partnership unit holders agreed to amend partnership agreement. Amendment will allow increase of debt limitation from 40% "of the greater of the cost of all partnership assets or the fair market value of all partnership assets," to 65% of same. Company said amendment will allow MSO to continue to pay quarterly cash distributions to unit holders through Dec. 31, 1992.

□

Just one of those things. Ammirati & Puris, which was sold to Omnicom in 1987, said it completed repurchase of its stock from latter advertising agency for undisclosed sum.

□

On the road again. Brooksfilms is near completion of road show for initial public offering of 1.5 million units, each unit consisting of one share of common stock and one warrant to purchase one-third share of common. "Red herring" document suggests offering price of $9-to-$11 per unit. Company, currently 95%-owned by Mel Brooks, would, after offering and assuming exercise of warrants, still be 60%-owned by comedian-director-producer. Company's only long-running series is ***Get Smart***, in which it still has 15% participation interest in series's net profit and still receives $250 per-run per-market royalty. Prospectus said Brooksfilms "expects to augment its staff to expand its activities in the development of television programing and to develop, both on its own and in conjunction with foreign television suppliers and users of product, additional television properties for distribution throughout the world." In fiscal 1989, ending Feb. 28, company had revenue of $6.5 million, income from operations of $112,000 and net income of $323,000, or 11 cents per share.

□

New shelf. Comcast Corp. said it filed shelf registration with Securities and Exchange Commission for $300 million of senior debentures, senior subordinate debentures and subordinated debentures, some of which may be convertible into company's class A special common stock or class A common stock. Philadelphia-based MSO said it also filed shelf registration for $100 million, representing both types of class A stock.

C1756 1

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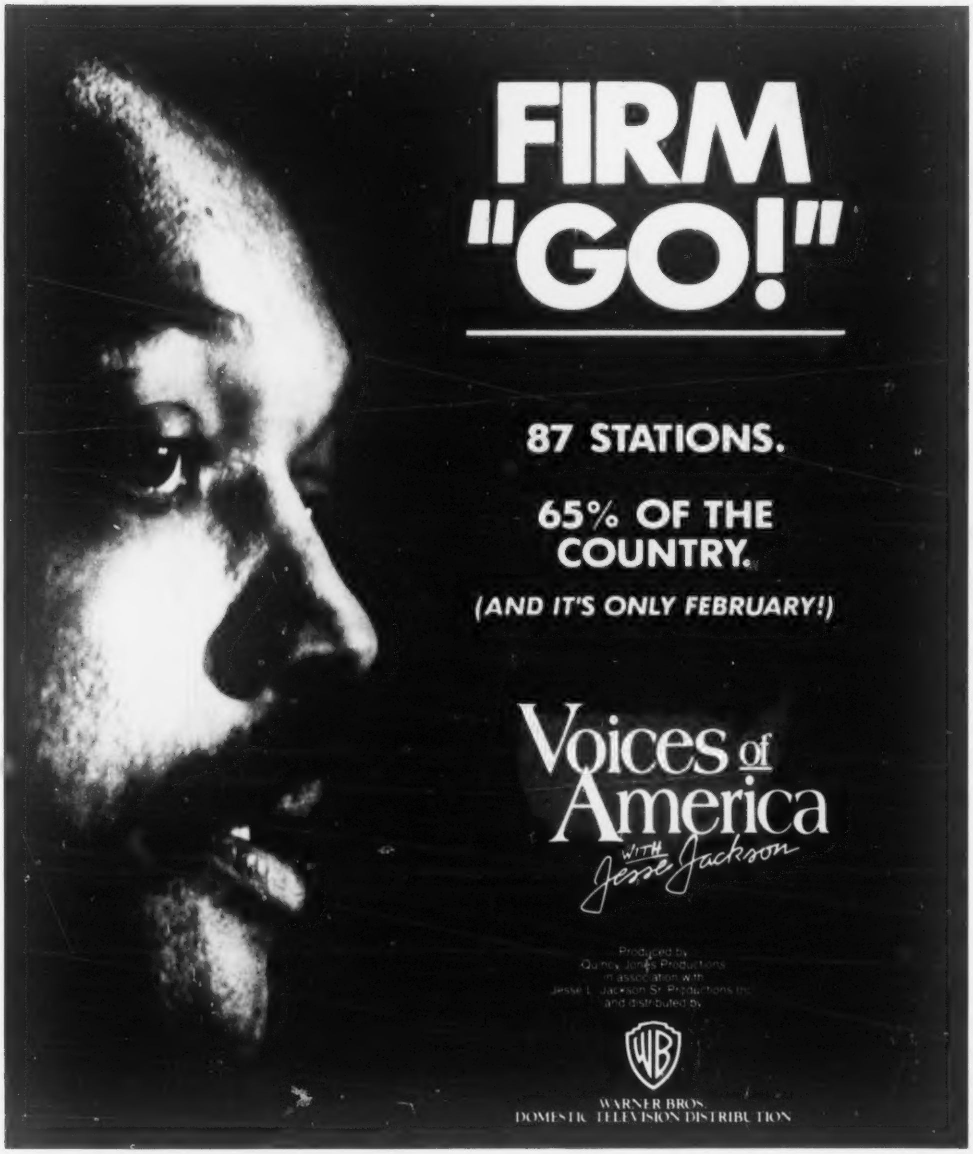
Broadcasting Feb 5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Vol. 118 No. 6

Broadcasting Feb 5

Fox fights for fin-syn relief: week II...

Fox Broadcasting Co. files petition with FCC to excuse it from fin-syn rules. Other broadcast networks oppose that. **PAGE 27.**

Super Bowl XXIV: the upside and down...

Although CBS's coverage of game had lowest national ratings ever for prime time Super Bowl, network's affiliates, advertisers and CBS are pleased with drawing power of championship game. **PAGE 29.**

For sale: radio, TV cable properties 1989...

Annual tally of broadcasting and cable deals shows latter totaling more than $10 billion in 1989, radio and TV prices totaling more than $3 billion and end to 1980's station-trading boom. **PAGE 37.**

31/ PROBLEM WITH NEWS SCOOPS

Avianca plane crash on Long Island, N.Y., again raises issue of public interest vs. journalistic exclusivity.

32/ SUIT AGAINST BMI

NCTA, CATA and The Disney Channel file suit alleging Broadcast Music Inc.'s blanket licenses violate antitrust laws.

58/ NETWORK RATINGS RACE

With schedule adjustments, new entries and programs still to launch, network TV ratings race may loosen NBC's hold on first place.

61/ 'HOUSE PARTY' REPORT CARD

NBC-Group W daytime magazine strip *House Party* gets off to slow start in ratings, in general, turning in numbers well below those of shows it replaced.

Steve Doocy, host of 'House Party'

61/ ANIMATED ANTI-DRUG CAMPAIGN

Animated anti-drug special *Cartoon All-Stars to the Rescue*, gains industry support.

62/ TV CONFERENCE

Politics and technology color discussion of HDTV production standards at 24th Society of Motion Picture and Television Engineers conference.

77/ DEBATING TV VIOLENCE BILL

Most of those debating issue during Roundtable on Televised Violence in Washington oppose Senator Paul Simon's TV violence bill.

Senator Paul Simon

65/ NAB PREVIEW

Digital products and audio processing advancements are among products reviewed in first of pre-NAB convention series, this week looking at new radio equipment.

68/ RADIO RATINGS

Fall 1989 Arbitron and Birch Radio ratings books give different station ranks to stations in L.A. and New York, but show urban and news outlets doing well.

72/ RELIGIOUS GATHERING

Ethics standards, President Bush's discussion of "season of miracles" around world, and potential evangelical programing opportunities in eastern Europe and Soviet Union highlight annual National Religious Broadcasters meeting.

74/ 1991 BUDGET

FCC and USIA feel squeeze of new budget constraints contained in 1991 U.S. budget.

76/ FTC'S NEW LEADER

New head of Federal Trade Commission, Janet Steiger, plans to change perception that agency is not vigorous in its enforcement of antitrust and truth-in-advertising laws.

79/ WORLDWIDE PROGRAMING

Financial results reported by major publicly held entertainment companies reflect foreign demand.

103/ 50 YEARS IN BROADCASTING

Hugh Downs, co-anchor of ABC's *20/20*, is TV's Golden Man. He has already achieved more than 10,000 hours on commercial TV and 50 years as radio and television professional.

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BY THE NUMBERS 1

Last week's telecast of Super Bowl XXIV, which averaged a 39/63, helped CBS win Sunday night (Jan. 28), and, not surprisingly, leap to first place from third for the week among male viewers 18-49. But the game didn't help the network's plight on the other six nights of the week, where it continued in third place or a distant second.

The network prime time household averages for Super Bowl week, the 19th week of the season: NBC, 15/24, ABC, 13.2/21, and CBS, 12.8/21. According to ABC, Super Bowl XXIV was the lowest rated prime time Super Bowl and the lowest rated Super Bowl overall since 1969. Nevertheless, CBS said it was "pleased with the results," and said that despite the lopsided score (San Francisco 55, Denver 10), 109 million viewers saw some part of the game.

The game did provide a solid lead-in audience for the 90-minute premiere of the new CBS series *Grand Slam*, which won its time period with a

"By the Numbers" continues on page 18.

RATINGS ROUNDUP

Week 19 □ Jan. 22–Jan. 28

Rank/rating			Network	Show
1		39.0/63	C	*Super Bowl XXIV*
2		25.3/39	C	*Super Bowl Postgame*
3	▼	25.0/39	N	*Bill Cosby Show*
3	▼	25.0/37	N	*Cheers*
5	▼	24.5/36	A	*Roseanne*
6		22.4/34	N	*A Different World*
7	▲	21.7/37	N	*Golden Girls*
8	▲	20.5/36	N	*Empty Nest*
9		20.4/30	A	*Wonder Years*
10		20.0/30	A	*American Music Awards*
11	▼	19.7/31	N	*Unsolved Mysteries*
12	▼	19.5/30	N	*Grand*
13	▼	19.3/29	A	*Coach*
13		19.3/30	A	*Who's the Boss?*
15	▼	18.6/30	C	*Sunday Movie*
16		18.4/28	N	*Matlock*
17		18.2/27	N	*In the Heat of the Night*
18	▼	17.9/30	N	*L.A. Law*
19	▼	17.5/30	A	*Full House*
20	▲	16.7/26	N	*Night Court*
21	▲	16.5/31	N	*Hunter*
22	▼	16.4/26	A	*Growing Pains*
23		16.0/28	N	*Amen*
24	▲	15.6/25	N	*Dear John*
24	▲	15.6/26	A	*thirtysomething*
26	▼	15.4/27	A	*Family Matters*
26	▲	15.4/24	A	*Head of the Class*
28		15.0/27	A	*20/20*
29		14.7/24	C	*Hallmark Hall of Fame*
29	▲	14.7/25	N	*Midnight Caller*
31	▲	14.5/25	A	*Perfect Strangers*
32	▲	14.1/24	C	*Knots Landing*
33	▲	13.9/25	N	*227*
34	▲	13.7/21	A	*Doogie Howser, M.D.*
34		13.7/25	C	*Super Bowl Wrap Up*
36		13.4/23	A	*Just the Ten of Us*
37	▼	13.2/20	F	*Married...With Children*
38	▼	12.7/21	N	*Sunday Night Movie*
39	▲	12.5/19	N	*Monday Night Movie*
40	▼	12.4/18	N	*Hogan Family*
41		12.3/19	N	*ALF*
42	▲	12.2/22	N	*Quantum Leap*
43	▲	12.1/21	N	*True Blue*
44	▲	11.9/18	A	*Father Dowling Mysteries*
45		11.2/20	N	*Mancuso, FBI*
45		11.2/17	C	*Plays of the Decade*
45	▼	11.2/17	F	*The Simpsons*
48	▲	11.1/17	C	*Rescue: 911*
49	▲	10.7/18	A	*Sunday Night Movie*
49	▲	10.7/17	A	*Anything But Love*
51		10.4/18	C	*Friday Movie*
52		10.2/18	N	*Baywatch*
53		10.1/18	A	*Peter Jennings Report*
54		9.7/15	C	*Monday Movie*
54	▲	9.7/15	A	*Young Riders*
56		9.4/14	N	*Sunday Movie*
57	▼	9.1/14	C	*48 Hours*
58	▲	8.9/14	C	*Beauty & the Beast*
59	▼	8.7/16	A	*Mystery Movie*
60		8.6/13	C	*Dave Thomas Comedy Show*
61		8.4/14	A	*Primetime Live*
62	▲	8.3/13	F	*America's Most Wanted*
63	▲	7.9/14	C	*Max Monroe*
64	▲	7.9/12	F	*Open House*
65		7.6/11	A	*Love With a Twist*
66	▲	7.5/12	C	*Tuesday Movie*
67	▲	7.3/13	A	*Mission: Impossible*
68	▲	7.1/12	F	*Totally Hidden Video*
69	▲	7.0/13	F	*Cops*
70		6.3/11	C	*Paradise*
71	▼	6.0/9	A	*Life Goes On*
72	▲	5.3/9	F	*Reporters*
73	▲	5.2/8	F	*Booker*
74	▲	5.1/9	F	*Tracey Ullman Show*
75		4.9/9	C	*Super Bowl Saturday Night*
76	▲	4.5/7	F	*Alien Nation*
77	▲	4.2/6	F	*21 Jump Street*
78		3.5/5	F	*TV Hall of Fame*
78	▲	3.5/6	F	*It's Garry Shandling's Show*

Guide to symbols

▼ —Down from last week ▲ —Up from last week * —Premiere broadcast

Source: Nielsen and Broadcasting's own research.

FREEZE FRAMES: Syndication Scorecard *

Week ended Jan. 21

Rank	Program (Syndicator)	Rtg	Stns	Covg
1	Wheel of Fortune, syn. (King World)	15.8	228	99
2	Jeopardy! (King World)	14.1	215	98
3	Star Trek: Next Generation (Paramount)	10.6	233	97
4	Wheel of Fortune, wknd. (King World)	10.3	205	92
5	Cosby Show (Viacom)	9.9	202	97
6	Current Affair (20th Century Fox TV)	9.5	187	95
7	Entertainment Tonight (Paramount)	8.7	169	95
8	Oprah Winfrey Show (King World)	8.6	203	97
9	Donahue (Multimedia)	6.9	225	99
10	Geraldo (Paramount)	6.6	192	95
10	Star Search (TPE)	6.6	154	95
12	Orion Galaxy Network	6.4	136	90
13	Inside Edition (King World)	5.6	100	79
14	Peoples Court (Warner Bros. Domestic TV)	5.4	167	88
15	Chip 'N' Dale (Buena Vista Television)	5.3	170	96
15	Family Feud 1 (LBS)	5.3	129	85
15	Mama's Family syn. (Lorimar)	5.3	174	90
15	Superboy (Viacom)	5.3	176	91
	The following shows were rated, but not ranked			
	Wrestling Network	9.7	173	92
	World Wrestling Federation (WWF)	9.9	237	97

* Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research.

BY THE NUMBERS 2

Summary of Broadcasting & Cable

BROADCASTING

SERVICE	ON AIR	CP's ¹	TOTAL *
Commercial AM	4,972	250	5,222
Commercial FM	4,258	809	5,067
Educational FM	1,420	269	1,689
■ Total Radio	10,650	1,328	11,978
Commercial VHF TV	546	20	566
Commercial UHF TV	544	194	738
Educational VHF TV	123	5	128
Educational UHF TV	225	23	248
■ Total TV	1,440	242	1,682
VHF LPTV	300	205	505
UHF LPTV	457	1,508	1,832
■ Total LPTV	757	1,713	2,337
FM translators	1,803	318	2,121
VHF translators	2,716	121	2,837
UHF translators	2,188	419	2,607

CABLE†

Total subscribers	52,300,000
Homes passed	73,900,000
Total systems	9,500
Household penetration†	57.1%
Pay cable penetration	29.4%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. ¹ Construction permit. ² Instructional TV fixed service. ³ Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

"By the Numbers" continues from page 15

16.6/30, beating a repeat ABC presentation of "Star Trek III" (10.7/18) and NBC's repeat of "Spies Like Us" (12.7/21).

In other ratings highlights, ABC's coverage of the American Music Awards captured its time period and Monday night (Jan. 22) for the network, with a 20/30. ABC also took Tuesday night with its strong comedy lineup, averaging a 19.1/27, and Friday night (Jan. 26), with a 15.1/27.

At Fox, *Married with Children* held its own on Super Bowl Sunday night, with a 13.2/20, finishing second in network competition, behind *Grand Slam*. *Married's* lead-in, the new *Simpsons*, was down from the previous week. The animated show, which was up against the last half-hour of the Super Bowl, averaged an 11.2/17, compared to a 14.9/21 the previous week.

MarketScope

Media stock bottomed, in general, following two weeks of big declines. Capital Cities/ABC, which had declined less than most, was off 3% for the week; put options were recently big gainers, perhaps in part because Goldman Sachs analyst Barry Kaplan switched his short-term rating on the stock from "buy" to "hold." Multimedia neared a 52-week low, down $16 over the past three weeks to $75, but after the market closed Wednesday the company released fourth-quarter financials showing cash flow up 10% and per-share earnings up 41%. American Television & Communications finally joined other MSO stocks in losing ground and was off 12% for the week, to 35½. Studio stocks in general continued to lose some ground, but smaller TV-only programers fared better. All American Television, which had been trading at roughly 2½ over the past few weeks, was up to 3½, perhaps in part because of a recent investment newsletter recommendation. King World Productions was up 12% for the week, perhaps, said one market source, because of recurring rumors of a possible merger with Disney.

Stock Index Notes: T-Toronto, A-American, N-NYSE, O-NASDAQ. Bid prices and common A stock used unless otherwise noted. P/E ratios are based on earnings per share for the previous 12 months as published by Standard & Poor's or as obtained by Broadcasting's own research.

STOCK INDEX 1

BROADCASTING

	Closing Wed Jan 31	Closing Wed Jan 24	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
N (CCB) Capital Cities/ABC	15	527	- 12	- 02.19	21	9,620
N (CBS) CBS	79 5/8	174 3/8	- 7 1/4	- 03.97	16	4,135
A (CCU) Clear Channel	1 1/2	12 7/8	- 7/8	- 06.36	-107	50
A (HTG) Heritage Media	5/8	3 5/8	- 1/2	- 12.90	-2	150
O (JCOR) Jacor Commun.	1/4	5	- 1/8	- 02.17	-3	55
O (LINB) LIN	5 1/2	105 1/2	- 2 1/2	- 02.17	60	5,805
O (OBCCC) Olympia Broadcast	1/4	5/16		00.00		
O (OSBN) Osborn Commun.	3/4	10 1/4	- 1/4	- 02.06	-55	81
O (OCOMA) Outlet Commun.	9 1/2	19 1/2	- 2 1/2	- 10.00	14	147
A (PR) Price Commun.	1/8	5 1/8	- 1/2	- 08.16	-4	51
O (SAGB) Sage Broadcasting	3/4	2 3/4		00.00	-2	10
O (SCRP) Scripps Howard	7	63	- 1	- 01.56	31	650
O (SUNNC) SunGroup Inc.	2	2	1/8	06.66	-2	4
O (TLMD) Telemundo	3/8	5 1/2	- 3/8	- 06.52	-2	122
O (TVXGC) TVX Broadcast	7/8	4	1/8	03.12		30
O (UTVI) United Television	3	35	- 1 1/4	- 03.54	5	370

BROADCASTING WITH OTHER MAJOR INTERESTS

	Closing Wed Jan 31	Closing Wed Jan 24	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
N (BLC) A.H. Belo	3 1/8	34 1/2	- 2 1/4	- 06.[illegible]	40	[illegible]
N (AFL) American Family	5 7/8	16 1/4	- 1 1/8	- 06.61	15	1,[illegible]
O (ACCMA) Assoc. Commun.	1 1/4	31 3/4	- 2 1/4	- 08.33	-75	618
N (CCN) Chris-Craft	2	33 5/8	- 7/8	- 02.43	1	834
O (DUCO) Durham Corp.	9 3/4	20 3/4	1/2	01.[illegible]	[illegible]	[illegible]
N (GCI) Gannett Co.	1	40	- 2	- 04.[illegible]	16	6,[illegible]
O (GACC) Great Amer. Comm.	1/4	7 1/2	- 1/4	- 03.[illegible]	-6	[illegible]
N (JP) Jefferson-Pilot	6	36 3/8	- 1/2	- 01.32	12	1,313
N (KRI) Knight-Ridder	2 1/2	51 3/4	- 2 1/2	- 04.50	12	2,[illegible]
N (LEE) Lee Enterprises	6 1/8	28 5/8	- 1	- 03.23	17	725
N (LC) Liberty	4	44 1/4	1/2	01.13	25	377
N (MHP) McGraw-Hill	6 5/8	59 1/4	2 3/4	04.80	14	2,[illegible]
A (MEGA) Media General	6 1/4	28 1/2	- 1 7/8	- 05.85	-186	784
N (MDP) Meredith Corp.	1 1/2	31 1/2	- 1 5/8	- 04.77	16	324
O (MMEDC) Multimedia	5	80	- 6 1/4	- 08.75	29	[illegible]
A (NYTA) New York Times	5	25	- 1/2	- 01.[illegible]	14	2,518

STOCK INDEX 2

		Closing Wed Jan 31	Closing Wed Jan 24	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
N	(NWS) News Corp. Ltd.	[illegible] 7/8	15 1/2	- [illegible] 5/8	-10.43	8	[illegible]
O	(PARC) Park Commun.	[illegible]	20	- 1	-04.76	21	414
O	(PLTZ) Pulitzer Publishing	[illegible] 3/4	25 1/4	- 1	-03.26	14	311
N	(REL) Reliance Group Hold.	3/4	5 1/8	- 1/4	-04.18	-7	430
O	(RTRSY) Reuters Ltd.	[illegible] 3/4	45 7/8	- 2 1/8	-04.94	26	[illegible]
O	(STAUF) Stauffer Commun.	144	144		00.00	45	146
N	(TMC) Times Mirror	4 1/8	33 7/8	- 2 3/8	-08.41	15	4,474
N	(TMCI) TM Communications	7/32	7/32		00.00	-1	
N	(TRB) Tribune	[illegible] 1/2	42 1/8	- 2 1/8	-04.70	16	3,037
A	(TBS.A) Turner Bcstg. 'A'	4 1/2	43 3/8	- 5 3/8	-10.93	-50	2,281
A	(TBS.B) Turner Bcstg. 'B'	3 3/4	43 1/8	- 5 7/8	-11.89	-50	1,166
A	(WPOB) Washington Post	275	275	- 7 3/4	-02.63	16	3,606

PROGRAMING

		Closing Wed Jan 31	Closing Wed Jan 24	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
O	(AAAI) All American TV	1/2	2 3/8	- 1/8	-04.76		3
O	(CLR) Color Systems	1/8	3 1/8		00.00	-2	13
O	(DCPI) dick clark prod.	3/4	6 1/2		00.00	25	56
N	(DIS) Disney	[illegible] 1/8	126 1/2	- 6 5/8	-05.67	21	16,617
O	(FNNI) Financial News	1/8	6 7/8	- 1/4	-03.63	31	126
A	(FE) Fries Entertain.	1/8	2 1/8	- 1/8	-05.88	-1	10
A	(HHH) Heritage Entertain.	1/2	1 3/4	- 1/8	-07.14	-1	12
A	(HSN) Home Shopping Net.	5/8	7 3/4	- 1/8	-06.71	51	740
N	(KWP) King World	[illegible]	25 3/4	- 1 1/4	-03.09	13	997
O	(KRCH) Kings Road Entertain.	9/32	9/32	1/32	12.50		1
N	(MCA) MCA	[illegible] 3/4	65 7/8	- 3 7/8	-06.20	21	4,250
N	(MGM) MGM/UA Commun.	[illegible] 7/8	13	- 2 1/4	-14.75	-6	660
A	(NWP) Nelson Holdings	[illegible] 1/8	3 3/4	- 1 1/8	-[illegible]		46
O	(NNET) Nostalgia Network	7/8	1 7/8	- 1/8	-06.66	-2	11
N	(OPC) Orion Pictures	[illegible] 3/8	17 1/2	- 3 1/4	-15.11	22	309
N	(PCI) Paramount Commun.	42 3/4	44 3/4	- 3 7/8	-07.[illegible]	15	[illegible]
N	(PLA) Playboy Ent.	[illegible] 1/2	14 1/2	1/8	00.86	-182	137
O	(QNTQE) Qintex Ent.	1 1/4	1 1/4		00.00		25
O	(QVCN) QVC Network	[illegible] 7/8	14 3/8	- 1 1/8	-06.47	-34	193
O	(RVCC) Reeves Commun.	[illegible] 3/4	6 3/4	- 1/8	-01.81	-6	85
O	(RPICA) Republic Pic. 'A'	1/8	8 1/2		00.00	106	40
O	(RPICB) Republic Pic. 'B'	1/2	8	- 1/4	-02.70	100	36
O	(SP) Spelling Entertainment	[illegible] 1/4	11 1/8	- 1/4	-02.10	-81	394
O	(JUKE) Video Jukebox Net.	7	7 3/4	- 7/8	-10.14	-[illegible]	72
O	(WONE) Westwood One	1/4	6 1/8	- 1 7/8	-[illegible]	-3	103

SERVICE

		Closing Wed Jan 31	Closing Wed Jan 24	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
O	(AGRP) Andrews Group	[illegible] 3/4	3 1/8	- 1/8	-[illegible]	[illegible]	[illegible]
O	(BSIM) Burnup & Sims	7 1/4	17 1/4	- 1/8	-[illegible]	[illegible]	[illegible]
N	(CQ) Comsat	[illegible]	[illegible] 1/4	- [illegible]	-[illegible]	[illegible]	[illegible]
N	(DNB) Dun & Bradstreet	4 3/8	42 3/4	- 3 5/8	-[illegible]	[illegible]	[illegible]
N	(FCB) Foote Cone & B.	7 5/8	25 1/8	- 5/8	-02.10	[illegible]	[illegible]
O	(GREY) Grey Advertising	[illegible]	[illegible]		00.00	[illegible]	[illegible]
O	(IDBX) IDB Communications	3/8	9 1/8	- 1/2	-[illegible]	[illegible]	47
N	(IPG) Interpublic Group	1/8	30 1/2	- 2 3/8	-07.[illegible]	15	1,063
O	(OMCM) Omnicom Group	[illegible] 3/4	21	- 7/8	-[illegible]	[illegible]	[illegible]

		Closing Wed Jan 31	Closing Wed Jan 24	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
N	(SAA) Saatchi & Saatchi	[illegible] 1/2	11 3/4	- 1 1/8	-[illegible]	10	1,817
O	(TLMT) Telemation	5/8	2 5/8		[illegible]	[illegible]	[illegible]
A	(UNV) Unitel Video	1/4	11 1/2	- 1 3/8	-11.[illegible]	[illegible]	[illegible]

CABLE

		Closing Wed Jan 31	Closing Wed Jan 24	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
A	(ATN) Acton Corp.	[illegible]	11 1/4	- 7/8	-[illegible]	[illegible]	[illegible]
O	(ATCMA) Amer. TV & Comm.	[illegible] 1/8	35 3/4	- 3/4	-[illegible]	[illegible]	[illegible]
O	(CTEX) C-Tec Corp.	[illegible] 3/4	31	- [illegible] 3/4	-[illegible]	31	[illegible]
A	(CVC) Cablevision Sys. 'A'	[illegible]	[illegible] 3/4	- 4 3/4	-[illegible]	[illegible]	[illegible]
A	(CTY) Century Comm.	10 1/2	10 1/2	- 1 3/8	-11.[illegible]	[illegible]	717
O	(CMCSA) Comcast	4 3/4	14 1/4	- 1 [illegible]	-[illegible]	[illegible]	[illegible]
A	(FAL) Falcon Cable Systems	[illegible]	17 [illegible]	- [illegible] 1/8	-[illegible]	[illegible]	111
O	(JOIN) Jones Intercable	[illegible] 3/4	15 [illegible]	- 5/8	-[illegible]	[illegible]	[illegible]
T	[illegible]	1[illegible]	121	[illegible]	[illegible]	[illegible]	[illegible]
T	(RCI.B) Rogers Commun. 'B'	[illegible] 1/2	[illegible] 3/4	[illegible]	[illegible]	[illegible]	[illegible]
O	(TCAT) TCA Cable TV	[illegible] 1/2	14 1/2	- 1 3/4	-10.[illegible]	[illegible]	[illegible]
O	(TCOMA) Tele-Commun.	[illegible] 1/8	15 [illegible]	- 1 [illegible]	-07.[illegible]	[illegible]	[illegible]
N	(TWX) Time Warner	[illegible] 1/4	110 3/4	- [illegible] 1/2	-01.81	[illegible]	7,[illegible]
O	(UAECA) United Art. Ent. A	[illegible] 1/8	17	- 1 7/8	-[illegible]	[illegible]	2,[illegible]
O	(UAECB) United Art. Ent. B	[illegible] 5/8	16 7/8	- 1 [illegible]	-[illegible]	[illegible]	1,11[illegible]
N	(VIA) Viacom	[illegible]	60 1/2	- [illegible] 7/8	-10.[illegible]	[illegible]	2,[illegible]
N	(WU) Western Union	[illegible]	[illegible]		00.00		[illegible]

EQUIPMENT & MANUFACTURING

		Closing Wed Jan 31	Closing Wed Jan 24	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
N	(MMM) 3M	[illegible] 1/4	75	- 1 1/8	-01.[illegible]	14	18,172
N	(ARV) Arvin Industries	4 3/8	14 5/8	- 5/8	-[illegible]	[illegible]	211
O	(CCBL) C-Cor Electronics	3/4	10 3/4		00.00	[illegible]	[illegible]
N	(CHY) Chyron	3/4	1 3/8	- 1/8	-[illegible]	[illegible]	[illegible]
A	(COH) Cohu	1/8	8 3/8	1/8	[illegible]	7	18
N	(EK) Eastman Kodak	[illegible] 1/8	39 5/8	- 2 1/4	-[illegible]	14	13,0[illegible]
N	(GRL) Gen. Instrument	[illegible] 1/4	38 3/8	1/8	[illegible]	12	1,0[illegible]
N	(GE) General Electric	[illegible] 1/4	60 1/4	- 1 1/8	-[illegible]	[illegible]	[illegible]
N	(HRS) Harris Corp.	7 7/8	28 5/8	- 7/8	-[illegible]	[illegible]	1,[illegible]
N	(MAI) M/A Com. Inc.	1/8	4 1/8	- 1/8	-[illegible]	[illegible]	110
N	(IV) Mark IV Indus.	[illegible]	12 1/8	- 3/4	-[illegible]	[illegible]	[illegible]
O	(MATT) Matthews Studio	[illegible]	1 5/8		00.00	[illegible]	10
O	(MCDY) Microdyne	1/8	4	- 1/8	-[illegible]	[illegible]	17
O	(MCOM) Midwest Commun.	1/8	4 1/8	- 1/8	-12.[illegible]	[illegible]	13
N	(MOT) Motorola	4 3/8	60 3/4	- 2 1/2	-[illegible]	[illegible]	7,[illegible]
N	(OAK) Oak Industries	1/8	1 1/4		[illegible]	[illegible]	10[illegible]
A	(PPI) Pico Products	1/8	1	- 1/8	-[illegible]		[illegible]
N	(SFA) Sci-Atlanta	[illegible] 1/4	21 1/2	- 1	-[illegible]	13	[illegible]
N	(SNE) Sony Corp.	7 1/2	[illegible] 1/2	- 5/8	-[illegible]	[illegible]	[illegible]
N	(TEK) Tektronix	[illegible]	17	- 1/8	[illegible]	[illegible]	[illegible]
N	(VAR) Varian Assoc.	3/4	37 5/8	- 1 1/4	-[illegible]	11	41[illegible]
O	(WGNR) Wegener	[illegible]	2 3/8	- 1/8	-[illegible]	13	18
N	(WX) Westinghouse	[illegible] 1/4	70 3/8	- 1 5/8	-[illegible]	[illegible]	[illegible]
N	(ZE) Zenith	1/8	10 3/8	- 3/4	-[illegible]	[illegible]	327
	Standard & Poor's 400	[illegible]	[illegible]		[illegible]		[illegible]

tion luncheon. Speaker: William Weiss, chairman, Ameritech. Washington Marriott, Washington.

March 7—*Ohio Association of Broadcasters* Ohio congressional salute. Washington Court hotel, Washington. Information: (614) 228-4052.

■ **March 7-11**—"The Man U.N.C.L.E." screenings of 20 episodes at *Museum of Broadcast Communications*. Museum, Chicago. Information: (312) 987-1500.

■ **March 8-9**—"Cable Television Law: Revisiting the Cable Act," seminar sponsored by *Practising Law Institute*. Doral Inn, New York. Information: (212) 765-5700.

March 9—Deadline for entries in *Broadcast Promotion & Marketing Executives* 29th annual Gold Medallion Awards. Information: (213) 465-3777.

March 10-13—*National Association of Broadcasters* state leadership conference. J.W. Marriott, Washington. Information: (202) 429-5314.

March 11-12—*West Virginia Broadcasters Association* spring meeting. Radisson hotel, Huntington, W. Va.

March 12—*Academy of Television Arts and Sciences* forum luncheon. Speakers: Candice Bergen, Diane English and Joel Shukovsky, star and executive producers, CBS-TV's *Murphy Brown*. Regent Beverly Wilshire hotel, Los Angeles. Information: (818) 763-2975.

March 13—*Ohio Cable Television Association* annual meeting. Hyatt on Capitol Square, Columbus, Ohio. Information: (614) 461-4014.

March 14—*International Radio & Television Society* newsmaker luncheon. Waldorf-Astoria, New York. Information: (212) 867-6650.

March 14-17—*American Association of Advertising Agencies* annual meeting. Marriott Desert Springs, Palm Springs, Calif.

■ **March 14-18**—"Pre-MTV: Pop Music on Television," screenings at *Museum of Broadcast Communications*. Museum, Chicago. Information: (312) 987-1500.

March 15—15th annual National Commendation Awards, sponsored by *American Women in Radio and Television*. Waldorf-Astoria, New York. Information: (202) 429-5102.

March 15—*National Association of Black Owned Broadcasters* sixth annual communications awards dinner. Sheraton Washington hotel, Washington. Information: Ava Sanders, (202) 463-8970.

March 15—Deadline for entrants outside U.S. for *New York Festivals*, radio and print advertising competition. Information: (914) 238-4481.

March 15-16—*Texas Association of Broadcasters* TV Day. Westin hotel, El Paso, Tex. Information: (512) 322-9944.

■ **March 16**—"Cable Television: The Race to Reregulate," symposium co-sponsored by *Cardozo Arts and Entertainment Law Journal* and *Howard M. Squadron Program in Law, Media and Society*. Speakers include John Hanks, director, New York City Bureau of Franchises; Norman Sinel of Arnold & Porter, Washington; Stuart Robinowitz of Paul, Weiss, Rifkind, Wharton & Garrison, New York, and Frank Lloyd of Mintz, Levin, Cohn, Ferris, Glovsky & Popeo, Washington. Benjamin Cardozo School of Law, New York. Information: (212) 790-0292.

■ **March 16-18**—"Environmental Issues in California: Setting the Nation's Agenda," conference for journalists sponsored by *Foundation for American Communications*. Asilomar conference center, Pacific Grove, Calif. Information: (213) 851-7372.

March 17—22nd annual Addy Awards, sponsored by *Advertising Club of Metropolitan Washington*. Omni Shoreham hotel, Washington. Information: (301) 656-2582.

March 19—*Broadcast Pioneers* Golden Mike Award dinner. New York. Information: (212) 586-2000.

Open Mike

Pole space perplexing

EDITOR: BROADCASTING got it right. The next thing to watch for is what develops from the circumstance that the city's lawyers, until the argument last fall on the summary judgment motions, were telling courts—this court, the Circuit Court of Appeals, and even the Supreme Court—that there was no space on the poles. Now—beginning with the argument last fall—they are admitting that there is space.

No new space was created. Space on the poles is not a concept—it's measured with a ruler. Will the courts be happy with what the city has been dishing up? Most courts don't like being misled.—*Sol Schildhause, Farrow, Schildhause & Wilson, Washington.*

Good works

EDITOR: To Eric Norberg in his Jan. 22 "Monday Memo" commentary, I say, "Balderdash!"

As the program director of both a successful AM *and* successful FM station in a top-75 market, I take offense at Mr. Norberg's comment that "FM succeeds best when it is boring and doesn't attract attention."

Good, successful radio stations, regardless of band, *do* attract attention. They are promoted in outside media aggressively, they are actively involved in their communities and they generally have a couple of personalities who are very well known in their market.

Successful FM stations have learned from successful AM stations over the years; they've learned what works best.

FM stations that do not involve their listeners tend to make big splashes at their introduction, then trail off. Those stations that create a bond with their audience, regardless of format, are the ones experiencing long-term ratings and financial success.

I agree that many AM broadcasters have gotten away from the basics that made their stations successful. But to suggest that available audiences today are the same as 20 years ago when AM top 40 was king is simply old-line thinking.

Finding the market niche, matching it with available audience, then creating and promoting a quality product will work. Good radio works; bad radio, or short-sighted planning, fails.—*Bill Hess, program director, WHYN-AM-FM Springfield, Mass.*

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SPECIAL REPORT

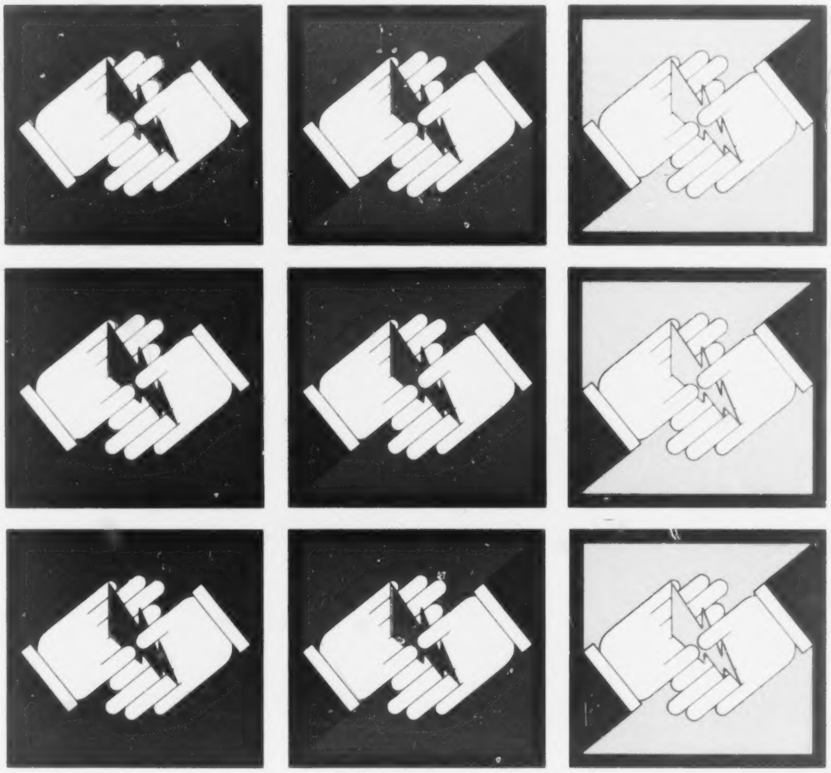
1989 Sales: Radio, TV Prices Down; Cable Flying High

It was not a good year for station trading.

Total dollar volume of station sales in 1989 was $3.2 billion, down 36% from the year before. And average prices were off.

The prices of stand-alone TV stations averaged $18,345,893, down about $7 million from 1988. The average price for a stand-alone AM was $745,394, down from $894,294 in 1988. That of an FM stand-alone was $1,671,661, compared to $4,147,014 the year before. And that of an AM-FM combo was $3,131,908, down about $700,000.

The down market did not extend to cable. With the help of the $11.1 billion dollar merger of the Time-Warner cable

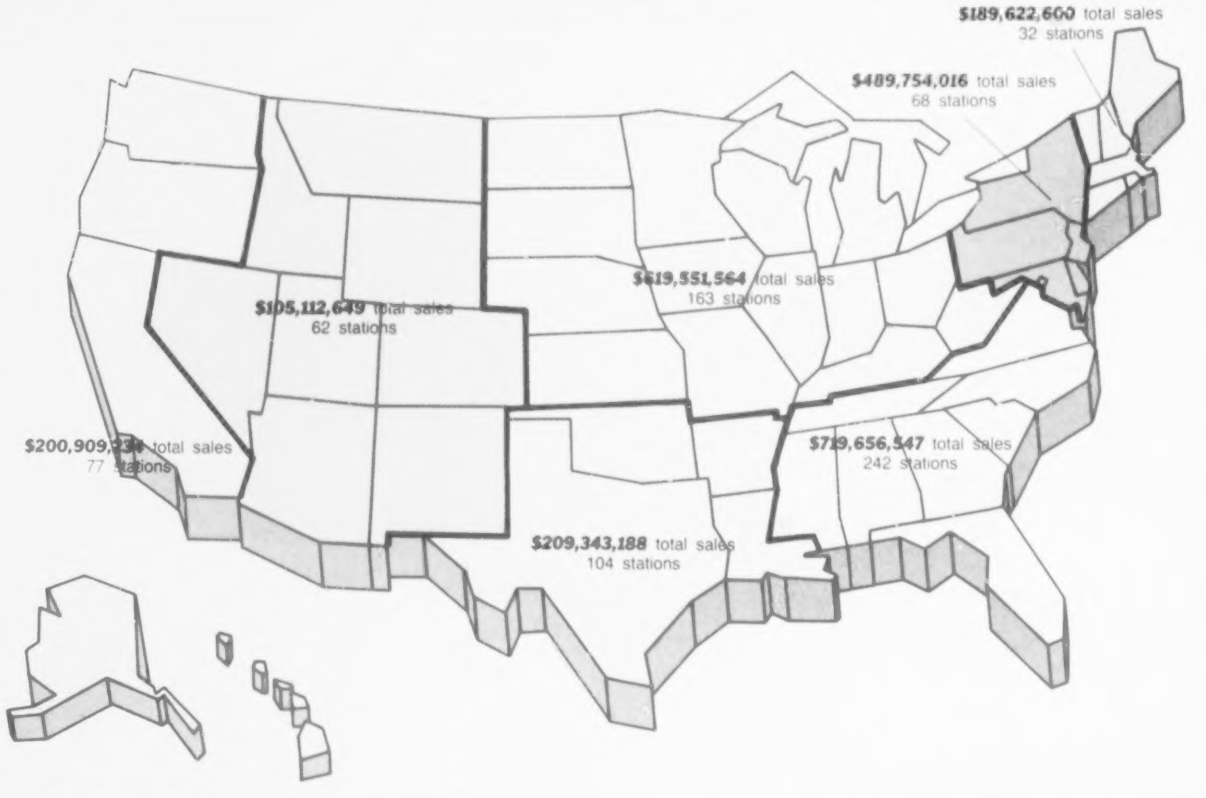


properties, cable deals once again surpassed the $10 billion mark in 1989 and prices crept upward. Other megadeals included Jack Kent Cooke's sale of his cable holdings to six cable operators for $1.4 billion and Centel's $1.4 billion sale of its cable division to another cable consortium.

The dollar value of radio deals (264 AM's, 204 FM's and 195 AM-FM combinations) totaled $1,148,524,765; television deals (84 stations), $1,541,055,033, and radio group deals (40 stations), $533,599,078. The bottom line: $3,235,436,376.

BROADCASTING's tabulation include only those deals approved by the FCC in 1989. A list of approved sales of more than $1 million appears on pages 47-56. Cable deals of more than $100 million are listed on page 45.

Sales and transactions by regions


$189,622,600 total sales
32 stations
$489,754,016 total sales
68 stations
$619,551,564 total sales
163 stations
$105,112,649 total sales
62 stations
$200,909,234 total sales
77 stations
$719,656,547 total sales
242 stations
$209,343,188 total sales
104 stations

Pacific	Mountain	Southwest	Midwest		Southeast	Middle Atlantic	New England
California	New Mexico	Arkansas	Illinois	Kansas	Alabama	DC	Connecticut
Oregon	Arizona	Louisiana	Kentucky	Minnesota	Florida	Delaware	Maine
Washington	Nevada	Oklahoma	Michigan	Missouri	Georgia	Maryland	Massachusetts
Alaska	Utah	Texas	Ohio	Nebraska	Mississippi	New Jersey	New Hampshire
Hawaii	Colorado		West Virginia	North Dakota	North Carolina	New York	Rhode Island
	Idaho		Indiana	South Dakota	South Carolina	Pennsylvania	Vermont
	Wyoming		Iowa	Wisconsin	Tennessee		
	Montana				Virginia		

36 years of station transactions

Dollar volume of transactions approved by FCC (Number of stations changing hands)

YEAR	RADIO ONLY	GROUPS*	TV ONLY	TOTAL
1954	$10,224,047 (187)	$26,213,323 (18)	$23,906,760 (27)	$60,344,130
1955	27,333,104 (242)	22,351,602 (11)	23,394,660 (29)	73,079,366
1956	32,563,378 (316)	65,212,055 (24)	17,830,395 (21)	115,605,828
1957	48,207,470 (357)	47,490,884 (28)	28,489,206 (38)	124,187,660
1958	49,868,123 (407)	60,872,618 (17)	16,796,285 (23)	127,537,026
1959	65,544,653 (436)	42,724,727 (15)	15,227,201 (21)	123,496,581
1960	51,763,285 (345)	24,648,400 (10)	22,930,225 (21)	99,341,910
1961	55,532,516 (282)	42,103,708 (13)	31,167,943(24)	128,804,167
1962	59,912,520 (306)	18,822,745 (8)	23,007,638 (16)	101,742,903
1963	43,457,584 (305)	25,045,726 (3)	36,799,768 (16)	105,303,078
1964	52,296,480 (430)	67,185,762 (20)	86,274,494 (36)	205,756,736
1965	55,933,300 (389)	49,756,993 (15)	29,433,473 (32)	135,123,766
1966	76,633,762 (367)	28,510,500 (11)	30,574,054 (31)	135,718,316
1967	59,670,053 (316)	32,086,297 (9)	80,316,223 (30)	172,072,573
1968	71,310,709 (316)	47,556,634 (9)	33,588,069 (20)	152,455,412
1969	108,866,538 (343)	35,037,000 (5)	87,794,032 (32)	231,697,570
1970	86,292,899 (268)	1,038,465 (3)	87,454,078 (19)	174,785,442
1971	125,501,514 (270)	750,000 (2)	267,296,410 (27)	393,547,924
1972	114,424,673 (239)	0 (0)	156,905,864 (37)	271,330,537
1973	160,933,557 (352)	2,812,444 (4)	66,635,144 (25)	230.381,145
1974	168,998,012 (369)	19,800,000 (5)	118,983,462 (24)	307,781,474
1975	131,065,860 (363)	0 (0)	128,420,101 (22)	259,485,961
1976	180,663,820 (413)	1,800,000 (3)	108,459,657 (32)	290,923,477
1977	161,236,169 (344)	0 (0)	128,635,435 (25)	289,871,604
1978	331,557,239 (586)	30,450,000 (5)	289,721,159 (51)	651,728,398
1979	335,597,000 (546)	463,500,000 (52)	317,581,000 (47)	1,116,648,000
1980	339,634,000 (424)	27,000,000 (3)	534,150,000 (35)	876,084,000
1981	447,838,06 (625)	78,400,000 (6)	227,950,000 (24)	754,188,067
1982	470,722,833 (597)	0 (0)	527,675,411 (30)	998,398,244
1983	621,077,876 (669)	332,000,000 (10)	1,902,701,830 (61)	2,854,895,356
1984	977,024,266 (782)	234,500,000 (2)	1,252,023,787 (82)	2,118,056,053
1985	1,414,816,073 (1,558)	962,450,000 (218)	3,290,995,000 (99)	5,668,261,073
1986	1,490,131,426 (959)	1,993,021,955 (192)	2,709,516,490 (128)	6,192,669,871
1987	1,236,355,748 (775)	4,610,965,000 (132)	1,661,832,724 (59)	7,509,154,473
1988	1,841,630,156 (845)	1,326,250,000 (106)	1,779,958,042 (70)	4,947,838,198
1989	**1,148,524,765 (663)**	**533,599,078 (40)**	**1,541,055,033 (84)**	**3,235,436,376 (787)**
TOTAL	$12,653,143,475	$11,253,955,916	$17,685,481,053	$41,604,837,944

Note: Dollar volume figures represent total considerations reported for all transactions with exception of minority interest transfers in which control of stations did not change hands and stations sold as part of larger company transactions. Although all sales have been approved by FCC, they may not necessarily have reached final closing. Prior to 1978, combined AM-FM facility was counted as one station in computing total number of stations traded. Now AM-FM combinations are counted by their individual stations.

*Prior to 1971, figures represent total number of deals involving both radio and television stations. With the 1971 FCC one-to-customer rule, prohibiting sale of co-located TV and radio stations, figures represent total of separately located TV and radio stations sold in packages. In 1985, mergers of large groups with collateral interests could not be evaluated, since individual stations were not broken out of larger sales. Group sales are now limited to compilations of pure stations sales—those concerning only television and radio stations.

Brokers brace for tighter broadcast market

The 36% drop in the total dollar volume of broadcast station sales last year—from $5 billion to $3.2 billion—confirms what station brokers and other close observers of the market have known for a while: the station-trading boom, spurred in the 1980's by deregulation, optimistic cash flow and market-growth projections, lenders' infatuation with the medium and the advent of new investors, has come to an end.

According to a survey of station brokers, 1989 was not a good year by any measure. Demand fell as lenders and new investors retreated from the market and supply rose as owners of highly leveraged stations attempted to cash in or, in some cases, bail out.

And for the market to reach equilibrium, the brokers said, prices are going to have to come down. The high multiples, leveraged buyouts and willing lenders of the 1980's are going to have to give way to conservative pricing and sellers offering to "take back paper," they said.

A "market correction" is coming, said Americom President Dan Gammon. The late 1980's saw "too many dollars chasing too few deals," he said.

Bill Cate, president of Chapman Associates, concurred. Prices "exceeded the value of the property and now it's going to catch up the other way," he said.

The downturn began in the third quarter of 1989, said Randall Jeffery, partner, Media Venture Partners. "We saw banks tightening, we saw many broadcasters not meeting pro formas, and the result and effect was new credit policies which . . . began the process of driving station values down."

Jeffery anticipates the market hitting bottom this July. "At that point, owners of radio stations will be clearly aware of the market conditions which are, in effect, existing right now." After July, he said, prices should level off.

"In the end of 1989 and at the beginning of 1990 there were numerous companies that put both turnaround and mature properties on the market," said Glenn Serafin, vice president, radio, Communications Equity Associates.

"Many of these offerings are coming from companies that have stated quite clearly that their intent is to bring down the debt load in the company or to divest and make acquisitions in larger markets," Serafin said. As a result, he said, there is "a lot of inventory" in the 26th to 100th markets.

The prevailing wisdom, said Gary Stevens of Gary Stevens & Co., is that the multiples used in determining sales prices will go down "as the result of a 'perceived reduction' in available capital."

Some things will not change, Stevens said. "If you have a property in a desirable situation where more than one person is interested, the selling number will be every bit as strong as it's been in the prior years."

Stevens said that this year will see the decline of the "marginal" buyer—"someone who presently doesn't own anything or does not have ready access to investment capital or does not have other assets with which to collateralize."

Also, banks have begun to take a second look, said Serafin. "Some numbers that were projected in these deals were never met. As a result, the lenders are saying: 'We were relying on these kinds of growths to produce X amount of cash flow which never materialized.'"

In some cases, the skittishness of lenders has nothing to do with the broadcasting business, said Jeffery. "Primary lenders have been concentrated in New England, and many of those banks have portfolios that are in some sort of disarray due to real estate loans and the slowdown of the New England economy."

Susan Ness, vice president, American Security Bank, Washington, also sees a difficult time for trading. "From the banking standpoint, you have a sudden shift in economics in the Northeast area where a lot of communications banks reside." Banks, she said, are feeling the pinch from the downturn in real estate and the regulatory industry taking a harder look at HLT's (highly leveraged transactions), which account for 80% of communications deals.

On top of all that, Ness said, deals made three or four years ago now have payments due. "A lot of those deals have not performed as expected . . . so you'll find that a lot of banks are now facing some trouble situations in the communications area which will put a damper on their ability to lend at significant levels."

Ness looks for a 1990 where the seller will be more willing to take a conservative price and be prepared to provide some financing to fill the gap between what the deals are costing and what the banks are prepared to lend.

Markets hit hardest from the downturn are in the Northeast and Southwest, according to Richard Kozacko, of Kozacko-Horton Co., and Norm Fisher, of Norm Fisher & Associates.

Kozacko, who is based in Elmira, N.Y., said he has some concerns about New England banks, which seem to be shying away from broadcasting. Particular problem areas include Massachusetts, Portsmouth, N.H., and Portland, Me.

For Fisher, Austin, Tex., exemplifies the problem. The soft economy in that area is due to falling real estate values and the drop in oil prices. Fisher looks for overleveraged properties to return to the market at possibly lower prices because the stations did not meet cash flow expectations.

Bob Mahlman Jr., vice president, The Mahlman Co., agreed that the Northeast has "the hiccups as far as the economy is concerned." But he does not think that there is any need for an industry-wide panic. "Any industry has a certain percentage of entrepreneurs who fail. If five or six big groups go belly up in radio, that is still a very small percentage of what's happening in the industry."

According to some brokers, new competition has adversely affected prices. As a result of its 1984 Docket 80-90 proceeding, the FCC has authorized hundreds of new FM stations over the past several years.

The 80-90 rulemaking has had a "tremendous impact" on small-

Randall Jeffery

Glenn Serafin

Gary Stevens

er and medium-sized markets, according to Cate. "An average medium-sized market that might have had six or eight competitive FM stations before 80-90 now winds up facing 12 to 15, and, simply speaking, the market has not grown up fast enough to allow all of them to be money makers," said Blackburn.

Not everyone believes the new stations are hurting. "They're not an issue, and it is very difficult for that type of station to be a factor in major markets," said Stevens. "Every buyer that's trying to negotiate with you has his 80-90 list, and as soon as you [the sellers] get to a number they don't like, they reach into the 80-90 bag and tell you how the market's going to hell."

Stevens thinks that the 80-90's will be "staggered over a long period of time, and in 1990, just as it has been in the 80's, the Class A FM facility in a top-40 market will be a separate trading item with a separate constituency."

Broker Ray Rosenblum, who handles small market deals in Pennsylvania, Maryland, West Virginia, New York and Ohio, said that values in his areas are holding up and new stations have helped make his regions more competitive.

Markets getting increased attention, according to Rosenblum, are Columbus, Ohio, and Harrisburg-Lancaster, Pa. The south central Pennsylvania markets are growing, says the regional broker, in part because of their proximity to Baltimore.

Despite the uniform concerns of the brokers about trading and prices in 1990, all are adamant about the health of the industry overall. Stations will trade for what they are really worth, said Jeffery, who, like others, feels that stations have been selling for artificially high prices.

Cate feels the same way, adding that an industry shift toward operators (as opposed to entrepreneurs) is "more in tune with the intent of public service for broadcasters and their community."

The other good news, according to Gammon, is that he anticipates a decline in interest rates. There is also, according to the Americom broker, a lot of equity looking for good investment deals. "Radio is a safe harbor for investments.... They're still selling spots and getting more this year than they did last."

AM radio does not receive that same adamant support. Jim Blackburn thinks that the best thing that could happen to AM is to let the large AM stations buy small AM's outside their markets. That would permit them to expand their signals and have fewer strong AM stations, he said. "It gives the person with an otherwise possibly valueless AM a way out."

As for the public interest and diversity, Blackburn feels that since very few people are listening to the smaller AM stations anyway, on balance the public will be better served. Other brokers, like Chapman's Cate, wonder how to attract a whole demographic group that has never listened to AM radio.

Bob Mahlman is a little more optimistic. "I disagree with the idea that whole generations who left AM would not come back if it could sound just like FM and give the listener five more choices."

The top 25 markets seem somewhat immune to the negative trends. Americom partner Bill Stedding describes those markets as "very insulated from the downward pressure on prices that is being experienced in medium and smaller markets." The demand is still high, and generally the things that affect other people in the financing area are not as significant to the larger operator purchasing larger market stations, he said.

The TV market did not have one of its better years. And TV broker Ted Hepburn, head of the Ted Hepburn Co., said the stations currently on the market are, for the most part, not good properties.

Looking back on years past, Hepburn said people were paying "insane prices" for futures that were not there. But, unlike others, he does not blame cable. "When you have a heavily cabled area—say 70% penetration, 30 channels and premium channels—TV still gets a 65% share."

Hepburn points to former President Reagan's ability to keep inflation down as one of the key factors in stagnant station trading. "When you bring the inflation rate down to 4% or 5%, that brings retail sales growth down 4% or 5%, and that brings TV marketing revenue down."

Veteran TV broker Howard Stark is more optimistic about this year than he has been for the last few years. In his opinion, the networks are spending more money to develop better programing. Currently though, Stark feels there aren't many "sellable properties" on the market. However, with what Stark calls "the fear of fragmentation" removed, he looks for 1990 to be "business as usual."

Derek Goodman, vice president, Henry Ansbacher Inc., said TV station values should no longer be based on cash flow, but rather on the future of network television. And he does see that future as particularly bright. Like the railroads, the networks fought against each other instead of worrying about outside competition, he said. For the railroads, he said, it was airplanes and trucks; for the networks, it was cable and the videocassette recorder.

As for brokers, 1990, according to Gary Stevens, will be a telling year. "This is the year that the smart broker will get the job done, because it's not going to be just 'throwing it up against the wall'; you're going to have to be very clever in finding your buyer."

—JF

Did somebody say deal?

Ragan Henry may have set a new record for station trading last year when he went on an unprecedented buying spree that saw him sign letters of intent to purchase 10 AM's and 13 FM's. Deals announced included WAKR(AM)-WONE(FM) Akron, Ohio, for $13 million; WRAW(AM)-WRFY(FM) Reading, Pa., for $18.5 million; WCOS-AM-FM Columbia, S.C., for $12.5 million; KJOJ(FM) Conroe, Tex., for $9 million; WOWI(FM) Norfolk, Va., for $8.3 million; WAYV-FM Atlantic City, N.J., for $13 million; WRXJ(AM)-WCRJ-FM Jacksonville, Fla., for $8.6 million; WOWI(FM) Norfolk, Va., for $8.3 million; WQOK(FM) South Boston, Va., for $7.475 million, and WRAP(AM) Norfolk, Va., for $400,000. Not all of those deals have closed.

Other busy buyers in 1989 included Jerry Lyman. The former RKO General radio group president bought WWNC(AM)-WKSF-FM Asheville, N.C., for $25.5 million. Lyman also signed letters of intent for two of Henry's stations, WMXB(FM) Richmond, Va., for $23.5 million, and WXTR(FM) La Plata, Md. (Washington), for $33 million.

Active among the group owners was Group W with its 10-station acquisition of the Legacy and Metropolitan Broadcasting groups worth between $370 million and $385 million. Other big deals include Viacom's purchase of Command Communications' KHOW(AM)-KSYY(FM) Denver and KJOI(FM) Los Angeles for $101.5 million and its purchase of Pacific FM's KOFY-AM-FM San Francisco for $20 million. Another busy group was Jacor Communications, which purchased KTRH(AM)-KLOL(FM) Houston and KSMG(FM) Seguin, Tex. (San Antonio), from Rusk Corp. for $70.6 million. In addition, Jacor sold WMYU(FM) Knoxville, Tenn., to The Dalton Group for $11.2 million.

Groups selling stations also included Emmis Broadcasting and the Noble Broadcast Group. Emmis head Jeff Smulyan purchased the Seattle Mariners baseball team last year for a reported $75 million ("In Brief," Aug. 28, 1989). To finance the deal, he announced that he would sell some of his radio properties, including KNRJ(FM) Houston, to group owner Nationwide Communications for $30 million. Noble sold its WBAB(AM) Freeport and WBAB-FM Babylon, both New York, for $26 million to BAB Broadcasting Corp., headed by Eddie Simon and Tony Michaels, the stations' current vice president and general manager, respectively.

On the TV front there were two new big name buyers. Quincy Jones headed a group that purchased WNOL(TV) New Orleans from TVX Inc., and TV producer Stephen J. Cannell entered the station trading world with his $21 million purchase of WHNS-TV Asheville, N.C., from Papas Telecasting. —JF

Brokers see slow but steady cable sales for 1990

Intimations of reregulation have combined with market factors to create slowdown in cable market; brokers see trend continuing, but are still bullish on sales

Fears of reregulation and its fallout on Wall Street, in concert with unrelated concerns in the financial markets, have caused cable system sales activity to slow in recent months. Although those factors are unlikely to change soon, brokers feel 1990 will still be a healthy year.

"There is a difference in systems' values," said Jay Dugan, senior vice president, cable, Communications Equity Associates, with some geographic regions, especially the oil states, seeing a slowdown. "The market in general probably is attractive from a purchaser's point of view because the prices have come down," he said.

Brian Deevy, president and chief operating officer of Daniels & Associates, said: "There is concern on Wall Street over regulation issues, and it has affected prices." Most cable operators want to get the reregulation issues settled, he said, and it's possible they won't this year. Even if they are settled, there are problems in the financial markets, said Deevy, including the subordinated debt and junk bond markets. "Campeau doesn't help any of us," he said, a reference to the leveraged debt problems of the owner of Bloomingdale's department stores.

Jay Dugan

The repercussions of the Federal Reserve Board's new definition of highly leveraged transactions for commercial banks is also likely to affect cable's ability to borrow, said Deevy. "Unfortunately, because of the way the number is being calculated, the majority of cable loans are being classified as highly leveraged transactions," said Deevy. The result is that "banks are taking a closer look at what exactly their cable exposure is," he said. The HLT question, concern over reregulation and problems in the debt market "have caused some short-term concerns over cable and cable values," he said.

According to Andy Armstrong, president of Waller Capital Corp.: "The capital markets are not where they were six months ago or nine months ago.... There's been a whole layer of financing that's been taken out of the game, meaning the real junk," he said. The Cablevision-Adams Russell deal, for instance, he said, "couldn't be done today.... There is no question some deals are tougher to do than others in today's market," he said.

To Dugan, financing has "slowed up considerably. Banks are repositioning themselves to really analyze their projections. I think they have pulled their horns in a little bit."

Armstrong added that "senior lenders have become tougher," which means "obtaining cable deals will become pricier." He thinks nonbank cable lenders—insurance, pension funds—"are going to become very important in 1990," he said. The debt is pricier than the banks', he acknowledges, but said "I think they are going to play a larger role in '90 than they have in the past couple of years."

One effect of the slowdown is that the

Brian Deevy

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Andy Armstrong

1989's major cable sales

Seller	*Buyer*	*Price*	*Sub count*
Time-Warner merger		**$11.14 billion**	**5,569,000**
Cooke	**six MSO's**	**$1.4 billion**	**660,000**
Centel	**six MSO's**	**$1.4 billion**	**575,000**
NYT	**Lenfest Group**	**$420 million**	**162,000**
Choice TV	**Cencom/Gaylord**	**$377 million**	**138,000**
WestMarc	**TCI***	**$196 million**	**550,000**
Hearst	**Intermedia**	**$160-170 million**	**60,000**
Cablevision Sys.-Times Mirror swap		**$142.5 million**	**98,000**
Hauser	**King Videocable**	**$131 million**	**46,000**
Gilbert	**Cablevision Sys.**	**$102.5 million**	**40,000**
First Carolina	**Falcon**	**$100 million**	**54,000**

*Represents purchase by TCI of 25% of WestMarc it did not already own.

pure financial players are fading from the scene. The slowdown "has stopped the speculators a little bit," said Dugan. Adds Deevy: "We really have lost the speculative buyers and financial buyers who buy to flip."

And it has also hurt some smaller companies trying to raise money, said Dugan, or not raising as much as they'd hoped. The bigger companies, like TCI and Comcast, can go abroad, he points out.

He thinks buyers "will concentrate on the growth properties" and also on "quality of plant more than they have before." Armstrong agreed, saying there is "a flight to quality" in both systems and financing.

Dugan sees two other factors affecting the system market this year. One is the FCC's new CLI regulations on signal leakage, which take effect in July. "They are going to be pretty tough," said Dugan. "The potential seller really has to warrant that he will pass CLI, and the buyer's going to require that," he said, which will add to the expense of selling systems. "That has caused a bit of stir and expense," he said.

The other is potential action on the capital gains tax. A relaxation move could cause some owners to sell to take advantage of the change, said Dugan.

Overall, brokers are optimistic about 1990. Deevy said Daniels has 117 deals ($3.6 billion) in the pipeline, including parts of the Cooke transaction (Falcon, Adelphia, Chambers and Intermedia) still to close. "We expect our cable brokerage business to remain strong," said Deevy.

Armstrong is "still optimistic about where things are going." He said that Waller has negotiated several deals over the past few months, including one last week "at a very good number.... Despite the problems with some deals...we're finding it to be a good market."

Armstrong believes the capital market is having a greater impact on system sales than reregulatory talk. The financial markets swing like a pendulum, he said, and they're now swinging too far in restricting money flow. Over the next several months, he believes, the market will hit its equilibrium. "When the pendulum swings, it always swings too far," he said.

None of the deals on the market are distress sales, he points out. "If people don't hit their hurdle, they are not going to sell," he said. "It's a real paradox because the business has never been better, and business prospects, even in the face of reregulation, are very, very good. That's the paradox," he said.

Another paradox is that a seller's problem is a buyer's gain, such as using possible reregulation or Wall Street concerns to work a better deal. "Basically I think you have a lot of people jawboning right now, using some of these things as ammunition to bring the price down," Armstrong said, which turns into a self-fulfilling prophecy.

Daniels said it closed $1.9 billion in cable deals in 1989, $422 million in cable investment banking and $3 billion in cable financial advisory engagements. Waller said it closed $1.4 billion in 1989. CEA said it closed $638.8 million in cable deals last year, $44.7 million in cable financings and $102.4 million in broadcast deals. **–MS**

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FCC to applicants: Hurry up and wait

Understaffing in FCC's fee section is causing delays in processing station sale applications

For some communications attorneys, it's "ridiculous" or "outrageous"; for others, it's simply ironic.

The FCC office charged with collecting and depositing application fees has become a bottleneck, causing what many feel are unreasonable delays in the processing of all sorts of applications.

For most types of applications—those for new broadcast stations, for instance—the delay is no big deal. It will take months, if not years, for them to wend their way through the bureaucracy.

But for sale applications, any kind of a delay can be a problem. As parties await FCC approval, financing can fall through, tax advantages can disappear and buyers can have second thoughts.

According to communications attorneys, the fee section of the Office of Managing Director, which records fee payments and deposits checks before sending them on to the appropriate bureau, has been holding up applications for as much as 20 or 30 days over the past few months. "It was taking 30 days to stamp something and move it forward," said Vince Curtis, of Fletcher, Heald & Hildreth. "I think even a week is ridiculous."

A month's delay is "really outrageous," said Robert Jacobi, of Cohn & Marks. "Nobody should have to wait that long to get a procedure started," he said. "It's an offensive situation and nobody seems to have any control over it."

"It's horrible," said John Feore, of Dow, Lohnes & Albertson. "It's very difficult to explain to a client that you filed his application on Feb. 1, but it doesn't show up on public notice until Feb. 15. They want to know why it took so long."

Lawrence Roberts, of Mullin, Rhyne, Emmons & Topel, sensed the irony of a fee that is supposed to go toward offsetting the cost of processing causing considerable delay in the processing. "That seems like an unfair bargain for broadcasters."

Under FCC procedures, transfer and assignment-of-license applications are placed on public notice for 30 days to give the public an opportunity to petition the FCC to deny. After the 30-day period, the Mass Media Bureau takes up the applications and, if it finds no problems and if the deal raises no new policy issues, grants it within a week or so. Parties can then go to closing, although the FCC grant is not considered final for an additional 40 days.

The attorneys have no complaints about the bureau's efficiency in handling applications after they come off public notice. Indeed, most praise its work on acting promptly on them.

However, they have little tolerance for any delays of more than a few days caused by what they call the "fee cage" in processing their applications and getting them up to the bureau so they can be put on public notice.

Mickey Williams, chief of the fee section, acknowledged that her office had "quite a bad" backlog of about 15 working days last December and in early January. But, after working two weekends, she said, she and her staff have managed to whittle it down to between five and seven days. Her hope, she said, is to soon get it back to three days as specified in the office's operating guidelines.

Williams said critics would have to look elsewhere—the mailroom or the bureau—for what turned her office's 15-day backlog into a 30-day delay in getting applications on public notice. As Williams explained, after applications leave they are sent by the agency's inter-office mail to the Mass Media Bureau. Once there, clerks put them on public notice by keying certain information into a computer.

Williams said the backlog developed when the office's chronic understaffing was exacerbated by year-end leavetaking. The seven-person office limped along with just three during the week between Christmas and New Year's Day, she said.

Even if the fee cage gets completely caught up, it may be difficult for it to stay caught up. One of the office's three clerks

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who code and enter each application into a computer resigned two weeks ago, Williams said. And under the FCC's partial hiring freeze imposed due to the agency's budgetary restraints, she said, the clerk cannot be replaced immediately. She can hire just one person to fill every two vacancies.

Tom Holleran, deputy associate managing director for operations, Office of Managing Director, which oversees the fee section, concurred with Williams's analysis, adding that the office is also plagued by "spikes" in the volume of fee-attached applications, which can cause backlogs.

"The staffing situation has deteriorated over the past couple of years," he said. And the clerks that the office needs are difficult to find at the salaries the FCC is able to pay—between $13,000 and $17,000 to start. "Processors are on the low end of the pay scale," he said. "Burnout is high, turnover is high."

Holleran did not share Williams's optimism about clearing up the backlogs. "We are going to be in a backlog situation for some time," he said. "There are no quick fixes."

Holleran also acknowledged that the situation may get worse on May 21 when, by act of Congress last year, the types of applications requiring fees increase dramatically. That will mean a lot more work for the already overworked fee section, he said.

Holleran said the managing director's office is looking at a number of solutions. One is to bring in some temporary help. "It's a possibility, but how close we are to that, I don't know," he said.

Another that has gained some support at the agency is to turn over the receipt and depositing of fees to a third party—a "lock box" bank that is already acting as a U.S. Treasury depository, Holleran said.

According to Holleran, the lock box idea will be proposed in a rulemaking the FCC has to get under way in a few weeks to implement the new fees mandated by Congress.

The FCC has used lock box banks on occasion—in the receipt of rural cellular applications, for one—with great success, Holleran said. They may be "the most effective way to process this type of thing," he said.

One such bank is in Pittsburgh, Holleran said. If the FCC chooses to pass all of its incoming applications through this bank, he said, the FCC will use its own courier to move the applications from Pittsburgh to Washington for processing. So as not to inconvenience parties or increase the cost of filing, he said, the FCC will consider continuing to accept applications in Washington and ship them to Pittsburgh.

Another solution may come from Capitol Hill, Holleran said. Pending in the House and Senate are proposals that would allow the FCC to retain 2% or 4% of the filing fees for processing applications, he said. Such a measure would give the agency the money it needs to continue processing the applications in-house, he said. **–HAJ**

The 1989 $1 million and up club

Following are station sales of at least $1 million that were approved by the FCC during 1989.

Groups

Price: **$385 million**
Properties: WMMR(FM) Philadelphia, PA, KTWV(FM) Los Angeles; WNEW(FM) New York, KYW AM-FM Philadelphia, KILT-AM-FM Houston; WLLZ-FM Detroit
Seller: Sillerman-Magee Communications Management Corp.
Buyer: Group W Radio Inc.

Price: **$65 million**
Properties: WEST(AM)-WLEV(FM) Easton, WQWK-FM University Park, WRSC(AM) State College and WRKZ-FM Hershey, all Pennsylvania, WTAD(AM)-WQCY-FM Quincy, Ill.; WWAZ(AM)-WWLI(FM) Providence, R.I.
Seller: Eastern Broadcasting Corp.
Buyer: TMZ Broadcasting Co.

Price: **$34 million**
Properties: WHJJ(AM)-WHJY(FM) Providence, R.I.; WVEZ-AM-FM Louisville, Ky.
Seller: Robert Fish and Janet R. Karger
Buyer: Griffin Group

Price: **$25 million**
Properties: WPTX(AM)-WMDM-FM Lexington Park, WBMD(AM) Baltimore and WQSR-FM Catonsville, all Maryland
Seller: Key Broadcasting Corp.
Buyer: Sconnix Broadcasting Co.

Price: **$11.75 million**
Properties: KKAM(AM)-KBOS-FM Fresno and KIST(AM)-KMGQ(FM) Santa Barbara, both California
Seller: Radio Fresno Inc.
Buyer: Jayveeco LP

Price **$10 million**
Properties: KIZN(AM) Boise, Idaho; KQLO(AM) Reno; KDUK(AM) Eugene, Ore.; KWNZ-FM Carson City, Nev.; KLCX-FM Florence, Ore.
Seller: Constant Communications Inc.
Buyer: Pacific Telecom

Price: **$7,799,078**
Properties: WUNO(AM) San Juan and WFID(AM) Rio Piedras, both Puerto Rico
Seller: Acosta Broadcasting Corp. of San Juan Puerto Rico.
Buyer: Win Communications

Price: **$6.8 million**
Properties: KBFM-FM Edinburg and KVKI-AM-FM Shreveport, both Louisiana
Seller: Encore Communications Associates LP
Buyer: Waldron Partners

TV's

Alabama

Montgomery
WMCF(TV)
Seller: Word of God Fellowship Inc.
Buyer: League of Prayer Inc.
Price: **$2.395 million**

Tuscaloosa
WCFT-TV
Seller: Beam Broadcasters Ltd.
Buyer: Heritage Broadcasting Co. of Alabama
Price: **$1 million**

Arizona

Phoenix
KTVW(TV)
Seller: The Seven Hills Television Co.
Buyer: Hallmark Acquisition Inc.
Price: **$23 million**

California

El Centro
KECY(TV)
Seller: John Smart
Buyer: Katherine R. Everett, Robinson O. Everett
Price: **$1.565 million**

Sacramento
KTXL(TV)
Seller: Camellia City Telecasters Inc.
Buyer: Channel 40 Licensee Inc.
Price: **$56 million**

Colorado

Denver
KDVR(TV)
Seller: BMA Corporation
Buyer: Chase Communications Inc.
Price: **$12 million**

Florida

Jacksonville
WAWS(TV)
Seller: Malrite of New York
Buyer: Clear Channel Television Inc.
Price: **$8.1 million**

Georgia

Atlanta
WVEU(TV)
Seller: Broadcasting Corp. of Georgia
Buyer: HSN Silver King Broadcasting Co.
Price: **$13 million**

Columbus
WTVM(TV)
Seller: Pegasus Broadcasting of Columbus
Buyer: WTVM Television Inc.
Price: **$45 million**

WXTX(TV)
Seller: Columbus Family TV
Buyer: Columbus Family Broadcasting Inc.
Price: **$2,832,522**

Hawaii

Honolulu
KHAI(TV)
Seller: Honolulu Family Television Ltd.
Buyer: KHAI Inc.
Price: **$1.5 million**

KMGT(TV)
Seller: Mount Wilson FM Broadcasters Inc.
Buyer: Oceania Broadcasting Network Inc.
Price: **$4.3 million**

Illinois

Rockford
WQRF(TV)
Seller: Family Group Ltd.
Buyer: Petracom Inc.
Price: **$2 million**

Indiana

Fort Wayne
WPTA-TV
Seller: Pulitzer Broadcasting Co
Buyer: Granite Broadcasting Corp
Price: **$25.15 million**

Iowa

Davenport
KWQC(TV)
Seller: Palmer Communications Inc
Buyer: Broad Street Television Corp
Price: **$45.82 million**

Sioux City
KTIV(TV)
Seller: KTIV Television Co
Buyer: Quincy Newspapers Inc
Price: **$20.75 million**

Louisiana

New Orleans
WNOL(TV)
Seller: TVX of New Orleans Inc
Buyer: Quincy Jones Broadcasting Inc
Price: **$7.1 million**

WDSU(TV)
Seller: Cosmos Broadcasting Corp
Buyer: Pulitzer Broadcasting Co
Price: **$46.8 million**

Kentucky

Danville
WDKY(TV)
Seller: WDKY License Co
Buyer: MMC Television Corp
Price: **$9.5 million**

Maryland

Baltimore
WNUV(TV)
Seller: New Vision Associates Ltd
Buyer: Baltco
Price: **$20 million**

Michigan

Ann Arbor
WIHT(TV)
Seller: Fab Communications Inc
Buyer: Blackstar Communications Inc
Price: **$4.35 million**

Flint
WJRT-TV
Seller: Knight Ridder Broadcasting Inc
Buyer: SJL of Kansas Corp
Price: **$39 million**

Grand Rapids
WZZM-TV
Seller: Western Michigan Broadcasting Corp
Buyer: NTG Inc
Price: **$120 million**

Sault Ste. Marie
WWUP(TV)-WWTV(TV) Cadillac
Seller: Wilson Communications Inc
Buyer: Heritage Broadcasting Co of Michigan
Price: **$10.4 million**

Mississippi

Gulfport
WXXV-TV
Seller: Four-O Inc debtor in possession
Buyer: AM South Bank
Price: **$2,436,355**

Jackson
WAPT(TV)
Seller: Magnolia Broadcasting Corp
Buyer: NTG Inc
Price: **$120 million**

Jackson
WDBD-TV
Seller: C Kenneth Still Trustee
Buyer: D&K Broadcast Properties Ltd
Price: **$9 million**

Missouri

St Louis
KDNL(TV)
Seller: KDNL Inc
Buyer: Atlantic Broadcasting Co
Price: **$21.5 million**

Nevada

Reno
KCRL(TV)
Seller: The Cord Foundation
Buyer: Sunbelt Broadcasting Co
Price: **$24.45 million**

New Mexico

Roswell
KBIM(TV)
Seller: Holsum Inc
Buyer: New Mexico Broadcasting Co
Price: **$5 million**

Albuquerque
KNAT(TV)
Seller: Trinity Broadcasting of Arizona Inc
Buyer: All American TV Inc
Price: **$2.5 million**

New York

Albany
WTEN(TV)
Seller: Knight-Ridder Broadcasting Inc
Buyer: Young Broadcasting Inc
Price: **$32 million**

Buffalo
WNYB(TV)
Seller: Niagara Frontier Broadcasting Partners
Buyer: Tri-State Christian TV
Price: **$2.5 million**

Rochester
WUHF-TV Rochester
Seller: Malrite TV of New York
Buyer: ACT III Broadcasting of Rochester Inc
Price: **$12 million**

Ohio

Cincinnati
WIII(TV)
Seller: Channel 64 Acquisition Inc
Buyer: Abry Communications
Price: **$8 million**

Dayton
WKEF-TV
Seller: Adams TV of Dayton Inc
Buyer: KT Communications L.P
Price: **$71.5 million**

Pennsylvania

Erie
WSEE-TV
Seller: Keystone Broadcasting Corp
Buyer: NTG Inc
Price: **$120 million**

Wilkes-Barre
WBRE(TV)
Seller: WBRE Associates
Buyer: Adams TV of Wilkes-Barre Inc
Price: **$40 million**

Altoona
WATM-TV
Seller: Evergreen Broadcasting Corp
Buyer: Auburn Television Group Inc
Price: **$2.4 million**

Rhode Island

Providence
WNAC-TV
Seller: Rhode Island Broadcasting Corp
Buyer: NTG Inc
Price: **$120 million**

South Carolina

Charleston
WTAT(TV)
Seller: Charleston Television Ltd
Buyer: ACTV of Charleston SC Inc
Price: **$5 million**

Tennessee

Greeneville
WETO-TV
Seller: East Tennessee's Own Inc
Buyer: East Tennessee Broadcasting Corp
Price: **$1.85 million**

Memphis
WMKW(TV)
Seller: TVX Inc
Buyer: Newtel Inc
Price: **$10.75 million**

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Florida

Bradenton

WJIS-FM

Seller: Evangel Christian School Inc.
Buyer: Radio Training Network Inc
Price: **$1.1 million**

Leesburg

WHLY(FM)

Seller: General Broadcasting of Florida Inc
Buyer: J.J. Taylor Companies Inc
Price: **$12 million**

Lehigh Acres

WOOJ(FM)

Seller: Robert Dwyer
Buyer: Sandab Comm. of Fort Myers Ltd
Price: **$3 million**

Pensacola

WOWW(FM)

Seller: Colonial Broadcasting Co. Inc
Buyer: Sunmedia Inc
Price: **$5 million**

Vero Beach

WAVW-FM

Seller: Treasure Coast Radio Inc
Buyer: Treasure Coast Media Inc
Price: **$2.1 million**

Georgia

Kingsland

WKBX-FM

Seller: Kings Bay Area Broadcasting Co
Buyer: Radio Kings Bay Inc
Price: **$1 million**

La Grange

WEKS(FM)

Seller: Zapis Communications Corp
Buyer: New City Broadcasting Inc.
Price: **$15 million**

Illinois

Dundee

WCRM(FM)

Seller: CLW Communications Group
Buyer: Atlantic Morris Broadcasting Inc
Price: **$1.5 million**

Indiana

Indianapolis

WTPI-FM

Seller: Somerset Broadcasting Inc
Buyer: Pinnacle Broadcasting Corp
Price: **$12 million**

Iowa

Atlantic

KOMJ(FM)

Seller: Valley Broadcasting Inc
Buyer: Ovation Broadcasting Inc
Price: **$5.575 million**

Kansas

Arkansas City

KWKL-FM

Seller: Kelsey Broadcasting Corp
Buyer: Harris Broadcasting System Inc
Price: **$2.3 million**

Leavenworth

KCWV(FM)

Seller: Wodlinger Broadcasting Co
Buyer: WTMJ Inc
Price: **$6 million**

Hutchinson

KHUT-FM

Seller: Fred Conger
Buyer: Nuco TV Inc
Price: **$1.4 million**

Ottawa

KHUM(FM)

Seller: Arrow Communications Inc
Buyer: Shaffer Broadcasting Systems Inc
Price: **$1.5 million**

Kentucky

Russellville

WBVR-FM

Seller: Target Communications of Kentucky Inc.
Buyer: Keymarket Communications
Price: **$5.25 million**

Massachusetts

Brookline

WBOS(FM)

Seller: Channel Broadcasting Inc
Buyer: Ackerley Communications of Massachusetts Inc
Price: **$19.3 million**

Waltham

WDLW(FM)

Seller: Acton Communications of Massachusetts
Buyer: The Boston Radio Group Inc
Price: **$1.15 million**

Mississippi

Moss Point

WKKY-FM

Seller: Jackson County Broadcasting Co
Buyer: Waldron Partners, LP
Price: **$1.5 million**

Missouri

St. Genevieve

KSTZ(FM)

Seller: Channel One Communications Inc
Buyer: Adams Communications Corp
Price: **$6.5 million**

Nevada

Carson City

KNIS(FM)

Seller: Western Inspirational Broadcasters Inc.
Buyer: Sapphire Broadcasting Inc
Price: **$1.5 million**

Las Vegas

KMZQ-FM

Seller: Olympia Broadcasting
Buyer: Commonwealth Broadcasting of Northern California
Price: **$6.7 million**

KRLV(FM)

Seller: A&A Broadcasting Corp
Buyer: Wescom of Nevada Inc
Price: **$3.5 million**

Pahrump

KUDA-FM

Seller: Professional Broadcasting Inc
Buyer: Americom Las Vegas LP
Price: **$4 million**

New Hampshire

Newport

WXXK(FM)

Seller: The Radioactive Group Inc
Buyer: Mountain View Broadcasting Inc
Price: **$2 million**

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New Jersey

Cape May Court House
WBNJ(FM)
Seller: Canruss Inc
Buyer: Gateway Broadcasting Corp
Price: **$1.47 million**

New York

Briarcliff Manor
WZFM-FM
Seller: Sage Broadcasting Corp. of Briarcliff
Buyer: West-Land Communicators Inc
Price: **$5 million**

New York
WRKS(FM)
Seller: S C Communications
Buyer: Summit-New York Broadcasting Corp
Price: **$50 million**

Buffalo
WJYE-FM
Seller: Speed-O-Print Business Machine Corp
Buyer: LWB Allentown Corp
Price: **$6 million**

Rotterdam
WNYJ-FM
Seller: WNYQ Inc
Buyer: Radioactive Group Inc
Price: **$2.32 million**

North Carolina

Dunn
WDKS-FM
Seller: Landsman-Webster Comm. of N.C
Buyer: Metropolitan Broadcasting of NC Inc
Price: **$2 million**

Moyock
WOFM-FM
Seller: Joseph J. Kennedy, Michael Kromirs, James R. Reese, James F. Hunt
Buyer: John Broomfield
Price: **$3.075 million**

Statesville
WLVK-FM
Seller: Capitol Broadcasting Corp
Buyer: Trumper Communications Inc
Price: **$7 million**

Ohio

Beavercreek
WYMJ(FM)
Seller: Ohio Broadcast Associates
Buyer: Daytona Radio Inc
Price: **$3 million**

Oklahoma

Bethany
KJIL(FM)
Seller: Jimmy Swaggart Ministries Inc
Buyer: Broadcast Equities Inc
Price: **$1 million**

Oklahoma City
KKNG-FM
Seller: NewCity Broadcasting Co
Buyer: Allentown FM Inc
Price: **$3.5 million**

Okmulgee
KOKL(FM)
Seller: Brewer Communications Inc
Buyer: Integrated Broadcasting Co
Price: **$1.4 million**

Pennsylvania

Bellwood
WALY-FM
Seller: Mid-Atlantic Radio Inc
Buyer: S & P Broadcasting
Price: **$1 million**

Boyertown
WBYO(FM)
Seller: David G. Hendricks
Buyer: Legend Communication of Pa
Price: **$3.3 million**

South Carolina

Columbia
WSCQ(FM)
Seller: Congaree Broadcasters Inc
Buyer: WSCQ Inc
Price: **$4.2 million**

Greenville
WLFJ(FM)
Seller: Evangel Christian School Inc
Buyer: Radio Training Network Inc
Price: **$1.1 million**

Orangeburg
WTCB(FM)
Seller: Keymarket Communications of Columbia
Buyer: Radio South Carolina Inc
Price: **$4.345 million**

Texas

Corpus Christi
KSTE-FM
Seller: American Wireless Co
Buyer: Thom E. Smith
Price: **$2.313 million**

Conroe
KJOJ(FM)
Seller: Jimmy Swaggart Ministries Inc
Buyer: Six Chiefs Company Inc
Price: **$8 million**

Monahans
KGEE-FM
Seller: KGEE-FM Communications Inc
Buyer: Michael L. Owens and Tommy R. Vascocu
Price: **$1,013,870**

Utah

Ogden
KDAB(FM)
Seller: Albimar Utah LP
Buyer: Devine Media Inc
Price: **$1,838,750**

Spanish Fork
KBER-FM
Seller: KBER Inc
Buyer: Ironclad Radio Inc
Price: **$1 million**

Vermont

South Burlington
WXXX-FM
Seller: Metro-NetVermont Inc
Buyer: Atlantic Ventures of N.Y
Price: **$2.975 million**

Virginia

Norfolk
WNVZ-FM
Seller: WWMX Inc
Buyer: Michael E. Schwartz & Donald L. Wilks
Price: **$5.47 million**

Norfolk
WOWI(FM)
Seller: Willis Broadcasting Corp
Buyer: Ten Chiefs Co
Price: **$8.3 million**

James A. Gammon, President

COMPETENCE
AND
INTEGRITY

Identifying
the Objective

Negotiating
the Transaction

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NAMB

Spotsylvania
WYND(FM)
Seller: Richard J. Hayes & Associates Inc.
Buyer: Paco-Jon Broadcasting Corp.
Price: **$1.2 million**

Suffolk
WFOG-FM
Seller: JAG Communications Inc.
Buyer: Sunshine Wireless Co.
Price: **$8 million**

Williamsburg
WQSF(FM)
Seller: Richmond Radio Ltd. Partnership
Buyer: Keymarket of Virginia Inc.
Price: **$3 million**

Wisconsin

Racine
WBZN(AM)-FM
Seller: Stephen Adams
Buyer: Channel One Communications Inc.
Price: **$3 million**

Ripon
WCWC(AM)-WYUR-FM
Seller: Denovocom Inc.
Buyer: Wisconsin Radio LP
Price: **$1.41 million**

Puerto Rico

San Juan
WZNT(FM)
Seller: Huella Communications Inc.
Buyer: Rafael Oller
Price: **$1.2 million**

AM-FM's

Alabama

Anniston
WHMA(AM)-FM
Seller: Anniston Radio Inc.
Buyer: Emerald Broadcasting of the South Inc.
Price: **$7.5 million**

Tuscaloosa
WACT(AM)-FM
Seller: New South Radio Inc.
Buyer: Taylor Broadcasting
Price: **$2.25 million**

Arkansas

Fort Smith
KWHN(AM)-KMAG-FM
Seller: Johnson Communications Inc.
Buyer: Fort Smith FM Inc.
Price: **$1.2 million**

Texarkana
KOSY(AM)-FM
Seller: Gateway Broadcasting Co.
Buyer: Broadcasters Unlimited Inc.
Price: **$1.1 million**

California

Anaheim
KORG(AM)-KEZY-FM
Seller: Anaheim Broadcasting Corp.
Buyer: ML Media Partners
Price: **$15.125 million**

Arroyo Grande and San Luis Obispo
KKAL(AM) and KZOZ-FM
Seller: David Y Farmer, Receiver
Buyer: KZOZ Radio Inc.
Price: **$2 million**

Camarillo
KZTR(AM) Santa Paula and KZTR-FM
Seller: Golden Bear Broadcasting Inc.
Buyer: Mar-Com Communications Inc.
Price: **$3.7 million**

Carmel and Monterey
KXDC-FM and KXDC(AM)
Seller: Carmel Broadcast Associates Inc.
Buyer: Western Media Group Corp.
Price: **$2.65 million**

George and Victorville
KATJ(FM) and KCIN(AM)
Seller: Sid King and Crown Broadcasting
Buyer: Victor Valley Broadcasting
Price: **$1.36 million**

Lake Arrowhead and San Bernardino
KBON-FM and KCKC(AM)
Seller: Riverdino Broadcasting Corp.
Buyer: Inland Empire Broadcasting Corp.
Price: **$4.6 million**

Lancaster
KHJJ(AM)-KKZZ-FM
Seller: Valley Wide Broadcasting Inc.
Buyer: Eric Chandler Ltd. Inc.
Price: **$3 million**

Merced
KYOS(AM)-KMYT(FM)
Seller: Radio One Inc.
Buyer: Merced Radio Partners L.P.
Price: **$1.755 million**

San Diego
KCBQ(AM)-FM
Seller: EricChandler Ltd. Inc.
Buyer: Adams Radio of San Diego Inc.
Price: **$23.5 million**

San Luis Obispo
KKAL(AM) Arroyo Grande and KZOZ-FM
Seller: David Y. Farmer, receiver
Buyer: KZOZ Radio Inc.
Price: **$2 million**

Salinas-Monterey
KNZS(AM)-KMBY-FM
Seller: Cypress Communications Inc.
Buyer: KMBY Inc.
Price: **$3.55 million**

Santa Barbara and Goleta
KIST(AM) and KMGQ-FM
Seller: Radio Fresno Inc.
Buyer: Jayveeco LP
Price: **$11.75 million**

Susanville
KSUE-AM-FM
Seller: Radio Lassen
Buyer: Sierra Broadcasting Corp.
Price: **$950,000**

Ventura
KOGO(AM)-KBBY-FM
Seller: Ventura Broadcast Associates
Buyer: Buena Ventura Inc.
Price: **$6.7 million**

Colorado

Denver and Aurora
KOSI-FM and KEZW(AM)
Seller: D & D Broadcasting Inc.
Buyer: Shepard Communications of Grand Rapids
Price: **$2,000,100**

Grand Junction
KQIL(AM)-KQIX(FM)
Seller: Mesa Broadcasting Co.
Buyer: Airwaves Communications Inc.
Price: **$1.3 million**

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*Communication Deals

Connecticut

New London
WNLC(AM)-WTYD(FM)
Seller: Drubner Broadcasting
Buyer: Andross Communications
Price: **$5.2 million**

Norwalk
WNLK(AM)-WGMX-FM
Seller: Hanson Communications Inc
Buyer: CRB of Norwalk Inc
Price: **$5 million**

Stamford
WSTC(AM)-WJAZ-FM
Seller: Chase Broadcasting of Stamford Inc
Buyer: Forrest Broadcasting Co Inc
Price: **$9 million**

Florida

Arcadia
WAPG(AM)-WOKD(FM)
Seller: Dakos Broadcasting Inc
Buyer: Gulf Dunes Broadcasting Inc
Price: **$2 million**

Jacksonville
WRXJ(AM)-WCRJ-FM
Seller: WRXJ Inc
Buyer: Nine Chiefs Inc
Price: **$8.6 million**

Key West
WKWF(AM)-WAIL-FM
Seller: Family Radio Ltd Partnership
Buyer: Key West Radio Inc
Price: **$1.135 million**

Quincy
WWSD(AM)-WIQI(FM)
Seller: Capital Broadcasting Inc
Buyer: Broad Based Communications Inc
Price: **$2 million**

St. Augustine
WFOY(AM)-WUVU-FM
Seller: Shull Broadcasting Co Inc
Buyer: Sage Broadcasting
Price: **$3.5 million**

Georgia

Bainbridge
WMGR(AM)-WJAD-FM
Seller: Guardian Communications Inc
Buyer: Waldron Partners LP
Price: **$3 million**

Brunswick
WYNR(AM)-WPIQ-FM
Seller: Southcoast Broadcasting Inc
Buyer: Eagle Broadcasting Inc
Price: **$4.8 million**

Macon
WIBB(AM)-WFXM(FM)
Seller: Davis Broadcasting Inc
Buyer: Woodfin and Associates
Price: **$1.65 million**

Toccoa
WLET(AM)-WZLI-FM
Seller: Faver Broadcasting Group Ltd
Buyer: Sonic Broadcasting
Price: **$2.05 million**

Illinois

Morris
WCSJ(AM)-WUEZ(FM)
Seller: Midwest Broadcasting Inc
Buyer: M.M. Group Inc
Price: **$3.2 million**

Rockford
WRRR(AM)-WYBR-FM
Seller: North Star Broadcasting Inc
Buyer: Robert E Rhea Jr
Price: **$1.35 million**

Springfield
WTAX(AM)-WDBR-FM
Seller: Sage Broadcasting Corp
Buyer: Lake Shore Communications Corp
Price: **$4 million**

Indiana

Bedford
WBIW(AM)-WQRK(FM)
Seller: Mid-America Radio Group Inc
Buyer: Ad-Venture Media Inc
Price: **$1 million**

Kansas

El Dorado
KSPG(AM)-KBUZ-FM
Seller: Gary L Violet
Buyer: El Dorado Broadcasting Inc
Price: **$1.1 million**

Kentucky

Georgetown
WBBE(AM)-WMGB-FM
Seller: Maycourt Co
Buyer: Kentucky Radio Ltd Partners
Price: **$1.75 million**

Nicholasville
WNVL(AM)-WCKU-FM
Seller: Jessamine County Communications
Buyer: High Communications Partnership
Price: **$1.05 million**

Owensboro
WOMI(AM)-WBKR(FM)
Seller: Lawrence W. Hager Jr
Buyer: John S. Hager
Price: **$3.3 million**

Louisiana

Baton Rouge
WJBO(AM)-WFMF(FM)
Seller: Baton Rouge Broadcasting
Buyer: Noland-Jenne Broadcasting Inc
Price: **$9,091,194**

New Orleans
WNOE(AM)-FM
Seller: WNOE Inc
Buyer: Newmarket Media Corp
Price: **$7.24 million**

WWL(AM)-WLMG(FM)
Seller: Loyola University
Buyer: Keymarket of New Orleans Inc
Price: **$12.85 million**

Shreveport
KVKI(AM)-FM
Seller: Encore Comm Associates
Buyer: Waldron Partners
Price: **$6.8 million**

Maine

Brunswick
WCLZ(AM)-FM
Seller: Hawthorne Communications LP
Buyer: Eastern Radio Co LP
Price: **$2,175,000**

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York Center and Portsmouth, N.H.
WQMI-FM and WQMI(AM)
Seller: Richard Walsh
Buyer: George Silverman
Price: **$1 million**

Maryland

Baltimore
WFBR(AM)-WLIF-FM
Seller: JAG Communications Inc
Buyer: Infinity Broadcast Corp
Price: **$32 million**

Salisbury
WSBY(AM)-WQHQ-FM
Seller: Woolfson Broadcasting Corp
Buyer: HVS Partners
Price: **$9.44 million**

Michigan

Benton Harbor
WHFB-AM-FM
Seller: WHFB Broadcast Associates
Buyer: Independence Broadcasting Michigan
Price: **$4,564,350**

Detroit
WWJ(AM)-WJOI(FM)
Seller: Federal Broadcasting Co
Buyer: CBS Inc
Price: **$58 million**

Greenville
WPLB(AM)-FM
Seller: Flat River Broadcasting Co
Buyer: Goodrich Theatres Inc
Price: **$2.3 million**

COAST TO COAST

RESULTS

1989 SALES

KJET AM/KZOK FM
Seattle, Washington $19.25M

KDKO AM/KHIH FM
Denver, Colorado

WHBT AM/FM
Racine-Milwaukee, Wisconsin
Sterling Recreation SRO to
Adams Communications

WMFX
Columbia, South Carolina
$5M Signature Broadcasting to
WMFX Associates Baum Broadcasting

KMKC
Fayetteville, Arkansas
$1.5M Tate Communications, Inc
to Apple Broadcasting, Inc

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Lansing
WILS(AM)-FM
Seller: Northstar Broadcasting Inc
Buyer: MacDonald Broadcasting Co
Price: **$2.15 million**

Minnesota

Moorhead
KVOX(AM)-FM
Seller: KVOX Radio Inc
Buyer: KVOX Inc
Price: **$1.6 million**

Owatonna
KRFO(AM)-FM
Seller: Owatonna Broadcasting Co
Buyer: James Ingstad Broadcasting Inc
Price: **$1,054,551**

St. Paul
KDWB(AM)-FM
Seller: Legacy Broadcasting Inc
Buyer: Midcontinent Radio Inc
Price: **$17.95 million**

Mississippi

Gulfport and Biloxi
WXLS-FM and WMTX(AM)
Seller: Contemporary Communications Corp
Buyer: KZ Communications Inc
Price: **$1,231,800**

Gulfport
WGCM(AM)-WTKI-FM
Seller: Holt Communications Corp
Buyer: EJM Broadcasting (partnership)
Price: **$1,625,000**

Laurel
WQIS(AM)-WNSL-FM
Seller: Voice of the New South
Buyer: Design Media Inc
Price: **$2.95 million**

Tupelo
WELO(AM)-WZLQ(FM)
Seller: Big Thicket Broadcasting Co
Buyer: Phoenix of Tupelo Inc
Price: **$1.1 million**

Missouri

Columbia
KTGR(AM)-KCMQ(FM)
Seller: Donald W. Boyles, receiver
Buyer: Desnick Broadcasting Co
Price: **$2.15 million**

Springfield
KWTO(AM)-FM
Seller: Summit-Springfield Broadcasting Corp
Buyer: Cole Media Inc
Price: **$4.25 million**

Montana

East Missoula
KLCY(AM)-KYSS-FM
Seller: USA Broadcasting Co
Buyer: Western Broadcasting Co
Price: **$1.25 million**

Nebraska

Lincoln
KFOR(AM)-KFRX-FM
Seller: Summit-Lincoln Broadcasting Corp
Buyer: Arrow Communications Inc
Price: **$6.6 million**

New Jersey

Asbury Park
WJLK(AM)-FM
Seller: Presidents Broadcasting Co
Buyer: D&F Broadcasting Inc
Price: **$12.5 million**

Trenton
WBUD(AM)-WKXW(FM)
Seller: Fidelity Communications Corp
Buyer: Press Broadcasting Co
Price: **$8 million**

New York

Attica and Batavia
WBTF-FM and WBTA(AM)
Seller: Stockholders Liquidation Corp
Buyer: Pembroke Pines Elmira Ltd
Price: **$1.48 million**

Buffalo
WGKT(AM)-WPHD-FM
Seller: Howard Communications Inc
Buyer: MetroplexRobinson Broadcasting Co
Price: **$4.445 million**

Olean
WHDL(AM)-WOLN(FM)
Seller: WHDL Inc
Buyer: Arrow Communications Inc
Price: **$1 million**

Riverhead
WRHD(AM)-WRCN-FM
Seller: Richard I. Adrian
Buyer: East Shore Acquisition Corp
Price: **$5.2 million**

Saratoga Springs
WKAJ(AM)-WQQY(FM)
Seller: Saratoga Broadcasting Co
Buyer: Saratoga Radio Corp
Price: **$1.991 million**

North Carolina

Asheville
WWNC(AM)-WKSF-FM
Seller: Pine Trails Broadcasting Co. Inc
Buyer: Radio Ventures I LP
Price: **$25.5 million**

Charlotte
WAES(AM)-WROQ(FM)
Seller: Adams Radio of Charlotte Inc
Buyer: Tenore Broadcasting Co
Price: **$8.5 million**

Eden
WLOE(AM)-WWMY-FM
Seller: WWMY-FM Broadcasting Inc
Buyer: Seven Chiefs Inc
Price: **$3.5 million**

Fuquay-Varina
WAKS(AM)-WAZZ-FM
Seller: Meca Broadcasting Inc
Buyer: Ceder Raleigh LP
Price: **$1.43 million**

Goldsboro
WGBR(AM)-WEQR(FM)
Seller: Eastern Carolina Broadcasting
Buyer: New Age Communications LP
Price: **$2.2 million**

Raleigh
WKIX(AM)-WYLT(FM)
Seller: Metroplex Communications Inc
Buyer: Alchemy Communications
Price: **$7.7 million**

Statesville
WSIC(AM)-WFMX(FM)
Seller: High Country Communications Inc
Buyer: Adventure Communications Inc
Price: **$2.5 million**

Ohio

Akron
WAKR(AM)-WONE(FM)
Seller: Summit Broadcasting Corp
Buyer: B&B Radio Inc
Price: **$13 million**

Chillicothe
WBEX(AM)-WKKJ(FM)
Seller: Mid-America Radio Group Inc
Buyer: Guaranty Broadcasting Corp
Price: **$3.25 million**

Salem
WSOM(AM)-WQXK(FM)
Seller: The Lincoln Group Ltd
Buyer: Legend Communications of Ohio
Price: **$5.5 million**

Oregon

Bend
KGRL(AM)-KXIQ(FM)
Seller: Bruce L. and Teri E. Engel
Buyer: Cascade Communications Corp
Price: **$1.625 million**

Pennsylvania

Carlisle
WHYL-AM-FM
Seller: Mid-Atlantic Network Inc
Buyer: Zeve Broadcasting Co
Price: **$1.7 million**

Harrisburg
WCMB(AM)-WIMX-FM
Seller: Hudson Group Ltd. Partnership
Buyer: Gemini Broadcasting Corp
Price: **$4.9 million**

Indiana
WDAD(AM)-WQMU-FM
Seller: Indiana Broadcasters Inc
Buyer: RMS Media Management Inc
Price: **$2.5 million**

Reading
WRAW(AM)-WRFY-FM
Seller: City Broadcasting Co
Buyer: Eight Chiefs Inc
Price: **$18.250 million**

South Carolina

Anderson
WAIM(AM)-WCKN(FM)
Seller: Carolina Broadcasting Inc
Buyer: ABS Greenville Partners
Price: **$5.97 million**

Beaufort
WBEU(AM)-WYKZ(FM)
Seller: Specter Broadcast Corp
Buyer: Tri-City Broadcasting Co
Price: **$4.4 million**

Columbia
WCOS(AM)-FM
Seller: WCOS Inc
Buyer: Bancora Broadcasting Corp
Price: **$12.5 million**

Darlington
WDAR(AM)-WMWG(FM)
Seller: MEG Associates Limited Partnership
Buyer: Radio Carolina Limited Partnership
Price: **$1.3 million**

Grey Court
WSSL(AM)-FM
Seller: Sterling Communications Corp
Buyer: Capstar Communications Inc
Price: **$24 million**

Tennessee

Cookeville
WPTN(AM)-WGSQ(FM)
Seller: Gallaher & Huffines
Buyer: American Network Group of Cookeville
Price: **$2.3 million**

Nashville
WSIX(AM)-FM
Seller: Hicks Broadcasting Partners of Tenn
Buyer: Capstar Communications Inc
Price: **$16 million**

Soddy Daisy and Chattanooga
WYVY-FM and WNOO(AM)
Seller: Pye-Watts Communications Inc
Buyer: Tennessee Communications Ltd
Price: **$2 million**

Texas

Beaumont
KZZB-AM-FM
Seller: Triplex Communications Inc
Buyer: Design Media Inc
Price: **$2.1 million**

Beaumont
KAYC(AM)-KAYD-FM
Seller: Family Radio Ltd. Partnership
Buyer: Petracom Inc
Price: **$1.2 million**

Virginia

Crozet
WJLT-AM-FM
Seller: Elting Enterprises Inc
Buyer: High Communications Partnership
Price: **$1.1 million**

Washington

Kennewick, Richland, Selah and Yakima
KTCR(AM), KOTY(FM), KUTI(AM) and KXDD-FM
Seller: KUTIKXDD LP, debtor in possession
Buyer: I-82 Acquisition Corp
Price: **$2 million**

Spokane
KJRB(AM)-KEZE-FM
Seller: Alexander Broadcasting Co
Buyer: Apollo Radio Ltd
Price: **$2.5 million**

Wisconsin

Racine
WBZN(AM)-FM
Seller: Stephen Adams
Buyer: Channel One Communications Inc
Price: **$3 million**

Ripon
WCWC(AM)-WYUR-FM
Seller: Denovocom Inc
Buyer: Wisconsin Radio LP
Price: **$1.41 million**

AM's

Arizona

Tucson
KJMM(AM)
Seller: Elliott-Phelps Broadcasting
Buyer: Owl Broadcasting & Development
Price: **$1.05 million**

Denver
KBPI(AM)
Seller: Rocky Mountain Two Inc
Buyer: Boulder Broadcasting Corp
Price: **$1.5 million**

Englewood
KRZN(AM)
Seller: Genesis Broadcasting Inc
Buyer: Sudbrink Broadcasting Co. of Arkansas
Price: **$1.475 million**

Thornton
KJIM(AM)
Seller: Sudbrink Broadcasting Co
Buyer: Genesis Broadcasting Inc
Price: **$1.475 million**

Connecticut

Bridgeport
WICC(AM)
Seller: Connecticut Broadcasting Co
Buyer: WICC Associates
Price: **$6.25 million**

District of Columbia

WYCB(AM)
Seller: shareholder of Howard Sanders, debtor in possession
Buyer: Columbia Community Broadcasting Inc
Price: **$3.54 million**

WUST(AM)
Seller: District Group Communications Inc
Buyer: Vogel-Israel Communications Inc
Price: **$1.4 million**

Florida

Tampa
WTIS(AM)
Seller: Forus Communication Inc
Buyer: WTIS-AM Inc
Price: **$1.7 million**

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Sales breakdowns

Category	*Number sold 1989*	*Number sold 1988*	*Average price 1989*	*Average price 1988*	*Percent change*
AM	**264**	**251**	**$745,394**	**$894,294**	**-16.7**
FM	**204**	**195**	**1,671,661**	**4,147,014**	**-59.7**
AM-FM	**195**	**231**	**3,131,908**	**3,842,030**	**-18.5**
TV	**83**	**70**	**18,325,964**	**25,796,493**	**-29.0**
Groups	**8**	**18**	**N/A**	**N/A**	**N/A**

Georgia

Atlanta

WAFS(AM)

Seller: Family Broadcasting Network

Buyer: Moody Bible Institute of Chicago

Price: **$2.3 million**

WPBD(AM)

Seller: Phoenix City Broadcasting Ltd. of Atlanta

Buyer: Jacor Broadcasting of Atlanta Inc.

Price: **$4.3 million**

WGST(AM)

Seller: Jacor Broadcasting of Atlanta Inc.

Buyer: Family Broadcasting Network

Price: **$2.3 million**

Illinois

Wood River

WKLL(AM)

Seller: Adams Radio of St. Louis

Buyer: Channel One Communications Inc.

Price: **$14.7 million**

Maryland

Annapolis

WNAV(AM)

Seller: Duchossois Communications Co.

Buyer: Encore Broadcasting

Price: **$1.65 million**

Baltimore

WITH(AM)

Seller: WITH of Baltimore Inc.

Buyer: Atlantic Coast Radio Inc.

Price: **$1.55 million**

New York

New York

WOR(AM)

Seller: S/G Communications

Buyer: Buckley Broadcasting

Price: **$25.5 million**

WNYM(AM)

Seller: Salem Communications Corp.

Buyer: Radio Vision Christiana Management Corp.

Price: **$13 million**

WWRL(AM)

Seller: Eugene D. Jackson and Sydney L. Small.

Buyer: Sydney L. Small

Price: **$1,985,600**

Oklahoma

Bartlesville

KWON(AM)

Seller: Moran Broadcasting Co.

Buyer: James Crystal Broadcasting Co.

Price: **$2.225 million**

Pennsylvania

Philadelphia

WHAT(AM)

Seller: Main Line Communications Inc.

Buyer: KBT Communications Inc.

Price: **$1.65 million**

Rhode Island

Providence

WEAN(AM)

Seller: Appleton Broadcasting Co. LP

Buyer: North American Broadcasting Co.

Price: **$1.05 million**

South Carolina

Greenville

WSSL(AM)

Seller: Sterling Communications Corp.

Buyer: Capstar Cmmunications Inc.

Price: **$24 million**

Texas

Corpus Christi

KUNO(AM)

Seller: KUNO Radio Inc.

Buyer: KDOS Inc.

Price: **$1.2 million**

Ferris

KDFT(AM)

Seller: Lois B. Crain

Buyer: Willis Broadcasting Corp.

Price: **$1.65 million**

Rollingwood

KOKE(AM)

Seller: Jimmy L. Ray

Buyer: Iva Lea Worley Barton (West Bank Broadcasting)

Buyer: **$1.5 million**

Washington

Auburn

KBSG(AM)

Seller: Auburn Broadcasters Inc.

Buyer: KBSG Inc.

Price: **$1.5 million**

Vancouver

KVAN(AM)

Seller: Engel Communications

Buyer: Fairmount Communications Corp.

Price: **$7.4 million** —PS

Denial battle in Wyoming

The owner and the prospective buyer of a Wyoming AM radio station have denied allegations of extortion made in a $17 million lawsuit filed earlier this month in New York County Supreme Court. The complaint, filed by KHOW(AM) Denver licensee, New York-based Command Communications, alleges violation of the Racketeer Influenced and Corrupt Organizations (RICO) Act, naming as defendants KUUY-AM Orchard Valley, Wyo., owner, KWY Inc. (based in Cheyenne, Wyo.) and its sole shareholder, John Hough, and prospective KUUY buyer, Windsor Communications' principal Paul Lowrey. Command and KWY Inc. each filed a petition last year to dismiss or deny the sale of the other's station. Both petitions remain pending at the FCC. In a telephone interview with BROADCASTING, Hough and Lowrey denied allegations made in Command's complaint, including the charge that they had "sought by extortionate means to compel the payment of money [$2.6 million] to KWY and Windsor and the withdrawal of KHOW's June 1989 petition" to deny the sale of KUUY to Windsor. Hough also denied the charge that his petition to deny the sale of KHOW to Viacom Broadcasting was "specious" or filed "in retribution" for Command's filing a petition to the deny sale of KUUY.

BROADCAST APPRAISALS

Over $10 Billion television, radio, cable, cellular and paging - appraisals, purchase price allocations and due diligence reviews performed in the past 24 months. Contact Anthony P. Kern, Vice President, Financial Services at (202) 835-7800.

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A Paramount MCA Company
(212) 373-6900

59th Year 1990

The groups:

Vol. 118 No. 7

Broadcasting Feb 12

TV group profits... Look at 1989 earnings of TV station operators shows poor profit picture on weak revenue growth. **PAGE 19.**

Ad sales are up... First quarter surprises many with higher than expected increases in advertising sales. **PAGE 19.**

Duggan sails through confirmation hearing... Senate approves nomination of Ervin S. Duggan to fill final commissioner vacancy at FCC. **PAGE 20.**

Ervin S. Duggan

21/ ***ROONEY SUSPENDED***

CBS News's Andy Rooney is suspended for three months after allegedly making derogatory remarks about blacks.

21/ ***NBC, ABC FOOTBALL DEALS***

NBC gets package of all Notre Dame's 1991-95 home football games and ABC wraps up rights to National Football League's new World League of American Football.

23/ ***TV NEWS GOES ON LOCATION***

NBC, CBS, ABC and CNN send journalists to cover historic changes in Soviet Union and South Africa, further stretching resources of TV networks no longer fat.

24/ ***SIKES: FCC HARDLINER***

FCC Chairman Alfred Sikes is solidifying his reputation as one ready to enforce vigorously commission rules and regulations.

27/ ***SELLING MOVIE PACKAGES***

Syndicators pitch feature film packages to tightening independent station market.

'sex, lies and videotape'

30/ ***MARKETING 'JUMP STREET'***

Televentures is selling syndicated *21 Jump Street* to two competing stations in same market.

30/ ***MORE THAN SCARE FARE***

Laurel Entertainment will expand its programing repertoire beyond scare/fantasy shows, for which it is best known.

31/ ***POLISH DELEGATION IN U.S.***

Polish delegation tries to stimulate investment interest in business and broadcasting in Poland.

32/ ***NPR DUES***

National Public Radio's board of directors softens member dues to stations while maintaining ambitious programing plans.

34/ ***ROAD TO NAB***

There will be array of satellite service and equipment options, particularly in newsgathering, at National Association of Broadcasters convention in Atlanta.

36/ ***NEW FROM SONY***

Sony Broadcast Products Co. develops digital transmission technology that promises to make satellite newsgathering gear lighter and to reduce cost of satellite transmission.

37/ ***CABLE TAX ISSUE***

Two lawsuits involving TCI and Jefferson-Pilot call into question provision of tax code that has saved Fifth Estate hundreds of millions of dollars.

41/ ***WHAT'S AHEAD AT NAB***

Among highlights of NAB convention is largest HDTV exhibit ever, management, sales and promotion panels and address by FCC Chairman Al Sikes.

44/ ***TURNER ADVICE TO NAB***

Turner Broadcasting Systems tells NAB that "if carry/must pay" proposal is constitutionally flawed.

63/ ***IDEALISM AND ACUMEN***

For Frank Osborn, excitement of running Osborn Communications Corp., owner of 17 radio and five TV stations, lies in successfully blending "pro-social" company with well-run business.

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BY THE NUMBERS 1

For the week ended Feb. 4, NBC won with a 15 rating and a 24 share. ABC was second with a 13.5/22 and CBS was third with an 11.7/19.

Night by night, NBC won Monday, Wednesday, Thursday and Saturday. ABC won Tuesday and Friday. CBS won Sunday.

Three mid-season shows continue to deliver first-place ratings in their time periods. For Week 20, ABC's *America's Funniest Home Videos* (Sunday, 8 p.m.) was the seventh-ranked program, with a 19.8/29, beating CBS's *Murder, She Wrote* and NBC's *Greatest Practical Jokes*.

ABC's *Coach* (Tuesday, 9:30) delivered an 18.8/29, to place ninth for the week, beating a CBS telefilm (*The Plot to Kill Hitler*) and NBC's *Matlock*. NBC's *Grand* (Thursday, 8:30), turned in a 17.7/27, easily beating *Father Dowling* on ABC and *48 Hours* on CBS.

It was a good week for network specials, with two of them finishing among the top 20. NBC's

"By the Numbers" continues on page 10.

RATINGS ROUNDUP

Week 20 □ Jan. 29–Feb. 4

Rank/rating			Network	Show
1	▲	24.1/38	A	*Roseanne*
2	▲	22.7/34	N	*Cheers*
3		22.4/35	N	*Bill Cosby Show*
4	▲	21.5/35	N	*Golden Girls*
5		21.3/34	C	*60 Minutes*
6	▲	20.0/33	N	*Empty Nest*
7		19.8/29	A	*Am. Funniest Home Videos*
8	▲	19.2/29	A	*Empty Nest*
9	▲	18.8/29	A	*Coach*
10	▲	18.7/30	N	*Unsolved Mysteries*
11	▲	18.4/28	A	*Who's the Boss?*
12	▲	18.3/27	N	*Sun. Night Movie*
13		18.1/28	C	*Murder, She Wrote*
14	▼	17.7/27	N	*Grand*
15	▲	17.2/28	N	*Amen*
16	▲	17.1/26	N	*In the Heat of the Night*
17		16.8/28	N	*Letterman's 8th Anniversary*
18	▲	16.7/28	A	*Full House*
19		16.3/24	A	*Sammy Davis Jr. 60th Anniver-*
20	▼	16.2/25	N	*Matlock*
21	▲	16.1/28	A	*Growing Pains*
22	▲	15.9/25	A	*Doogie Howser, M.D.*
23		15.4/23	C	*Designing Women*
24	▲	15.3/26	A	*Family Matters*
24		15.3/23	C	*Murphy Brown*
24	▲	15.3/24	N	*Mon. Night Movies*
27		14.8/23	A	*Mon. Night Movies*
28	▼	14.7/22	C	*Sun. Movie*
29	▲	14.6/24	A	*Perfect Strangers*
30	▼	14.4/26	N	*Hunter*
31	▲	14.3/23	A	*Just the Ten of Us*
31	▲	14.3/20	F	*The Simpsons*
33	▼	14.1/24	C	*Knots Landing*
34	▼	14.0/24	N	*227*
34	■	13.9/21	C	*City*
36		13.9/21	C	*Major Dad*
37	▲	13.8/20	N	*Hogan Family*
38		13.7/20	A	*MacGyver*
38	▼	13.7/25	N	*Midnight Caller*
40	▼	13.5/24	A	*20/20*
41		13.0/20	N	*ALF*
41	▼	13.0/18	F	*Married...With Children*
43		12.8/21	C	*Dallas*
44		12.7/20	C	*Newhart*
44		12.7/23	A	*thirtysomething*
46	▲	12.6/19	C	*Rescue: 911*
47	▲	12.0/20	N	*Baywatch*
48	▼	11.6/18	A	*Father Dowling Mysteries*
49	▼	11.3/20	N	*Mancuso, FBI*
50		11.1/19	A	*China Beach*
51	▼	10.8/18	N	*True Blue*
52		10.6/16	C	*Island Son*
52		10.6/18	C	*Jake and the Fatman*
52	▼	10.6/18	N	*Quantum Leap*
55	▼	10.3/18	A	*Young Riders*
56		10.2/17	C	*Doctor, Doctor*
57		10.0/18	C	*Falcon Crest*
58		9.6/16	A	*Analysis*
58	▼	9.6/15	C	*48 Hours*
58		9.6/16	C	*Paradise*
61	▲	9.5/14	F	*America's Most Wanted*
62	▼	9.3/16	A	*Mystery Movie*
63	▼	9.0/15	A	*Primetime Live*
64	▲	8.9/14	A	*Life Goes On*
65		8.8/16	C	*Sat. Night With Connie Chung*
66		8.7/14	N	*Magical World of Disney*
67		8.4/12	N	*Greatest Practical Jokes*
68		8.1/13	C	*Grand Slam*
68		8.1/14	C	*You Don't Look 40, C. Brown*
70		7.7/13	C	*Tour of Duty*
71	▼	7.2/12	C	*Tues. Movie*
72	▼	7.0/12	F	*Cops*
72	▼	7.0/12	A	*Mission: Impossible*
74	▲	6.4/9	F	*Alien Nation*
75	▼	6.2/9	F	*Open House*
76	▲	6.1/9	F	*21 Jump Street*
77	▼	6.0/10	F	*Booker*
78	▼	5.9/10	F	*Totally Hidden Video*
79	▼	4.6/8	F	*Reporters*
80	▼	4.1/6	F	*Tracey Ullman Show*
81	▼	2.8/5	F	*It's Garry Shandling's Show*

Guide to symbols
▼ —Down from last week
▲ —Up from last week
■ —Premiere broadcast

Source: Nielsen and Broadcasting's own research.

FREEZE FRAMES: Syndication Scorecard *

Week ended Jan. 28

Rank	Program (Syndicator)	Rtg	Stns	Covg
1	Wheel of Fortune, syn. (King World)	15.8	230	99
2	Jeopardy! (King World)	13.5	216	98
3	Star Trek: Next Generation (Paramount)	10.7	232	97
4	Cosby Show (Viacom)	10.2	204	98
5	Oprah Winfrey Show (King World)	9.6	216	99
6	Current Affair (20th Century Fox TV)	9.4	186	95
7	Entertainment Tonight (Paramount)	9.0	172	96
8	Wheel of Fortune, wknd. (King World)	8.6	183	82
9	Fox Premiere Movie (Fox)	6.5	132	88
10	Donahue (Multimedia)	6.1	225	99
10	Family Feud 2 (LBS)	6.1	133	86
12	Inside Edition (King World)	5.9	98	79
12	Star Search (TPE)	5.9	149	95
14	People's Court (Warner Bros. Domestic TV)	5.8	169	90
15	Family Feud 1 (LBS)	5.7	134	87
15	Geraldo (Paramount)	5.7	193	98

The following shows were rated, but not ranked

	Wrestling Network	7.5	177	92
	World Wrestling Federation (WWF)	9.3	231	97

* Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research.

Summary of Broadcasting & Cable

BROADCASTING

SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,972	250	5,222
Commercial FM	4,258	809	5,067
Educational FM	1,420	269	1,689
■ Total Radio	10,650	1,328	11,978
Commercial VHF TV	548	20	568
Commercial UHF TV	544	194	738
Educational VHF TV	123	5	128
Educational UHF TV	225	23	248
■ Total TV	1,440	242	1,682
VHF LPTV	300	205	505
UHF LPTV	457	1,508	1,832
■ Total LPTV	757	1,713	2,337
FM translators	1,803	318	2,121
VHF translators	2,716	121	2,837
UHF translators	2,188	419	2,607

CABLE†

Total subscribers	52,300,000
Homes passed	73,900,000
Total systems	9,500
Household penetration†	57.1%
Pay cable penetration	29.4%

* Includes off air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

"By the Numbers" continues from page 8

David Letterman's 8th Anniversary Special (Thursday, 9:30-11) was first in its time period, beating *Young Riders* and *Prime Time Live* on ABC and *Island Son* and *Knots Landing* on CBS.

ABC's *Sammy Davis Jr. 60th Anniversary Special* was 19th for the week, and second in its time period (Sunday, 8-11) with a 16.3/24. NBC's "Lethal Weapon" was first with an 18.3/27, and part one of CBS's telefilm *Family of Spies* was last.

In the evening news race, ABC continued its winning ways with an 11/20 for the week. NBC was second with a 10.4/19 and CBS was last with a 10/19. Season to date, the news standings are ABC, 11/21; CBS, 10.4/19, and NBC, 10.1/19.

MarketScope

CBS bumped up 3% to 184¼—and was also among biggest gainers in prior week's option trading. No news was linked to gain, but rumors about possible merger with Disney continued. McGraw-Hill continued decline, dropping 2% to 55¼, near 52-week low. Company reported fourth-quarter loss, due to restructuring charges, and was subject of critical front-page *Wall Street Journal* article last Tuesday. Preliminary financing accord for acquisition of LIN Broadcasting was likely behind 7% of that stock last week to 112¼. News Corp. shares continued to drop and have fallen 23% over past four weeks, to 17½ as of last Wednesday. Decline has continued beyond that of other highly-leveraged stocks and is attributed to variety of concerns, mostly in England, including start-up of new competitors for *The Sunday Times* (of London), and fears that Labour Party win in upcoming elections could lead to new crossownership restrictions on company. Viacom was up 15%, to 50½, which one market source attributed to open-market purchases by company's majority owner, National Amusements. Unitel Video gained 12%, to 10⅜, after declining over prior weeks.

Stock Index Notes: T-Toronto, A-American, N-NYSE, O-NASDAQ. Bid prices and common A stock used unless otherwise noted. P/E ratios are based on earnings per share for the previous 12 months as published by Standard & Poor's or as obtained by Broadcasting's own research.

STOCK INDEX 1

BROADCASTING

	Closing Wed Feb 7	Closing Wed Jan 31	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
N (CCB) Capital Cities/ABC	24 1/4	15	− 12	− 02.18	21	9,629
N (CBS) CBS	84 1/4	79 5/8	− 7 1/4	− 03.97	16	4,138
A (CCU) Clear Channel	1 3/4	1 1/2	− 7/8	− 06.36	-107	50
A (HTG) Heritage Media	5/8	5/8	− 1/2	− 12.90	-2	150
O (JCOR) Jacor Commun.	1/8	1/4	− 1/8	− 02.17	-3	55
O (LINB) LIN	12 3/4	5 1/2	− 2 1/2	− 02.17	60	5,805
O (OBCCC) Olympia Broadcast	1/4	1/4		00.00		
O (OSBN) Osborn Commun.		3/4	− 1/4	− 02.08	-55	81
O (OCOMA) Outlet Commun.		9 1/2	− 2 1/2	− 10.00	14	147
A (PR) Price Commun.	3/8	1/8	− 1/2	− 08.16	-4	51
O (SAGB) Sage Broadcasting	3/4	3/4		00.00	-2	10
O (SCRP) Scripps Howard	1	7	− 1	− 01.56	32	650
O (SUNNC) SunGroup Inc.	3	2	1/8	06.66	-2	4
O (TLMD) Telemundo	3/8	3/8	− 3/8	− 06.52	-2	122
O (TVXGC) TVX Broadcast	4	7/8	1/8	03.12		38
O (UTVI) United Television	4 1/8	3	− 1 1/4	− 03.54	5	370

BROADCASTING WITH OTHER MAJOR INTERESTS

	Closing Wed Feb 7	Closing Wed Jan 31	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
N (BLC) A.H. Belo	3 3/4	3 1/8	− 2 1/4	[illegible]	[illegible]	[illegible]
N (AFL) American Family	6 5/8	5 7/8	− 1 1/8	[illegible]	[illegible]	[illegible]
O (ACCMA) Assoc. Commun.	2	1 1/4	− 2 1/4	[illegible]	[illegible]	[illegible]
N (CCN) Chris-Craft	3	2	− 1/8	[illegible]	[illegible]	[illegible]
O (DUCO) Durham Corp.	9	8 3/4	1/2	[illegible]	[illegible]	[illegible]
N (GCI) Gannett Co.	3/8	1	− 2	[illegible]	[illegible]	[illegible]
O (GACC) Great Amer. Comm.	1/4	1/4	− 3/4	[illegible]	-2	[illegible]
N (JP) Jefferson-Pilot	6 1/2	8	− 1/2	[illegible]	[illegible]	[illegible]
N (KRI) Knight-Ridder	6 7/8	2 1/2	− 2 1/2	[illegible]	[illegible]	[illegible]
N (LEE) Lee Enterprises	9 3/8	3 1/2	− 1	[illegible]	17	[illegible]
N (LC) Liberty	8	4	1/8	[illegible]	[illegible]	[illegible]
N (MHP) McGraw-Hill	5 1/4	6 5/8	2 3/4	[illegible]	[illegible]	[illegible]
A (MEGA) Media General	1/4	8 1/4	− 1 7/8	[illegible]	[illegible]	[illegible]
N (MDP) Meredith Corp.	2	1 1/2	− 1 3/8	[illegible]	[illegible]	[illegible]
O (MMEDC) Multimedia	6 3/4	5	− 5 1/4	[illegible]	[illegible]	[illegible]
A (NYTA) New York Times	4 3/8	1	− 1/2	[illegible]	14	[illegible]

BY THE NUMBERS 3

STOCK INDEX 2

		Closing Wed Feb 7	Closing Wed Jan 31	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
N	(NWS) News Corp. Ltd.	7 1/8	9 7/8	- 2 3/8	- 10.42	8	5,400
O	(PARC) Park Commun.	20	1/8	- 1	- 04.76	21	414
O	(PLTZ) Pulitzer Publishing	8 3/4	9 3/4	- 1	- 03.25	14	311
N	(RBL) Reliance Group Hold.	7/8	3/4	- 1/8	- 04.16	-7	430
O	(RTRSY) Reuters Ltd.	3 1/2	2 3/4	- 2 1/8	- 04.04	30	22,080
O	(STAUF) Stauffer Commun.	144	144		00.00	48	146
N	(TMC) Times Mirror	4 1/8	4 7/8	- 2 3/8	- 06.41	13	4,474
O	(TMCI) TM Communications	1/4	7/32		00.00	-1	
N	(TRB) Tribune	2 1/4	1 1/2	- 2 1/8	- 04.70	14	3,007
A	(TBSA) Turner Bcstg. 'A'	7 1/4	4 1/2	- 5 3/8	- 10.53	-88	2,261
A	(TBSB) Turner Bcstg. 'B'	6	3 3/4	- 5 7/8	- 11.89	-68	1,166
A	(WPOB) Washington Post	275	275	- 7 3/4	- 02.63	19	3,029

PROGRAMING

		Closing Wed Feb 7	Closing Wed Jan 31	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
O	(ALLT) All American TV	3/8	1/2	- 1/8	- 04.76		3
A	(CLR) Color Systems	3/8	1/2		00.00	-2	13
O	(DCPI) dick clark prod.	1/2	3/4		00.00	25	55
N	(DIS) Disney	9	4 1/8	- 6 5/8	- 05.67	21	14,817
O	(FNNI) Financial News	1/8	1/2	- 1/4	- 03.44	31	105
A	(FE) Fries Entertain.	1/8	1/8	- 1/8	- 05.26	-1	10
A	(HHH) Heritage Entertain.	1/2	1/2	- 1/8	- 07.14	-1	12
A	(HSN) Home Shopping Net.	1/4	3/8	- 1/2	- 06.71	51	740
N	(KWP) King World	5/8	1	- 1 1/4	- 03.03	13	997
O	(KRSN) Kings Road Entertain.	1/4	9/32	1/32	12.50		1
N	(MCA) MCA	4 7/8	2 5/8	- 3 7/8	- 06.26	21	4,250
N	(MGM) MGM/UA Commun.	2	1 7/8	- 2 1/4	- 14.75	-6	883
A	(NWP) Nelson Holdings	8 7/8	8 1/8	- 1 1/8	- 09.89		44
O	(NNET) Nostalgia Network	5/8	7/8	- 1/8	- 05.88	-2	11
N	(OPC) Orion Pictures	7 1/8	8 3/8	- 3 1/4	- 15.11	22	328
N	(PCI) Paramount Commun.	44 5/8	42 3/4	- 3 7/8	- 07.58	15	5,809
N	(PLA) Playboy Ent.	4 3/8	4 1/2	1/8	00.86	-162	137
O	(QNTQE) Qintex Ent.	1 1/4	1 1/4		00.00		26
O	(QVCN) QVC Network	4 1/8	2 7/8	- 1 1/8	- 06.47	34	163
O	(RVCC) Reeves Commun.	6 3/4	6 3/4	- 1/8	- 01.81	-6	86
O	(RPICA) Republic Pic. 'A'	3/4	1/2		00.00	105	40
O	(RPICB) Republic Pic. 'B'	1/2	1/2	- 1/4	- 02.70	100	28
O	(SP) Spelling Entertainment	1 1/8	1 1/4	- 1/4	- 02.10	31	304
O	(JUKE) Video Jukebox Net.	7 5/8	7	- 7/8	- 10.14	-24	72
O	(WONE) Westwood One	3/4	1/4	- 1 7/8	- 20.83	-5	103

SERVICE

		Closing Wed Feb 7	Closing Wed Jan 31	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
O	(AGRP) Andrews Group	3 5/8	3 3/8	- 1/8	- 03.33	-2	33
O	(BSIM) Burnup & Sims	7 3/4	7 1/4	- 3/8	- 02.08	23	220
N	(CQ) Comsat	5 7/8	5	- 3/4	- 01.96	10	618
N	(DNB) Dun & Bradstreet	4 3/4	4 3/8	- 2 5/8	- 05.80	13	7,922
N	(FCB) Foote Cone & B.	7 7/8	7 7/8	- 5/8	- 02.10	19	348
O	(GREY) Grey Advertising	98	98		00.00	14	108
O	(IDBX) IDB Communications	3/4	3/8	- 1/2	- 05.00	473	47
N	(IPG) Interpublic Group	30 1/2	31 3/8	- 2 3/8	- 07.03	16	1,075
O	(OMCM) Omnicom Group	24	25	- 7/8	- 03.35	14	619
N	(IPG) Interpublic Group	3/4	1/2	- 2 3/8	- 07.03	16	1,088
O	(OMCM) Omnicom Group	3 3/4	3 5/8	- 7/8	- 03.36	14	556
N	(SAA) Saatchi & Saatchi	3 1/4	2 1/2	- 1 1/8	- 08.41	-10	1,917
O	(TLMT) Telemation	3/4	5/8		00.00	5	11
A	(UNV) Unitel Video	3/8	1/4	- 1 5/8	- 11.61	19	25

CABLE

		Closing Wed Feb 7	Closing Wed Jan 31	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
A	(ATN) Acton Corp.	3	3	- 7/8	- 05.88	3	22
O	(ATCMA) Amer. TV & Comm.	5 1/2	5 1/8	- 3/4	- 01.85	40	4,330
O	(CTEX) C-Tec Corp.		9 3/4	- 1 3/4	- 06.86	31	405
A	(CVC) Cablevision Sys. 'A'	1 3/8	2	- 4 3/4	- 12.00	-5	725
A	(CTY) Century Comm.	10 1/2	10 1/2	- 1 3/8	- 11.11	-14	717
O	(CMCSA) Comcast	3 7/8	4 3/4	- 1 3/8	- 08.52	-12	1,055
A	(FAL) Falcon Cable Systems	7 5/8	8	- 1 1/2	- 07.94	-30	111
O	(JOIN) Jones Intercable	2 3/4	2 3/4	- 5/8	- 04.03	-6	184
T	(RCI.A) Rogers Commun. 'A'	110	110		00.00	-40	606
T	(RCI.B) Rogers Commun. 'B'	81 1/2	81 1/2		00.00	-31	1,450
O	(TCAT) TCA Cable TV	8	3 1/2	- 1 3/4	- 10.85	30	356
O	(TCOMA) Tele-Commun.	5 3/8	5 1/2	- 1 1/4	- 07.57	-31	5,381
N	(TWX) Time Warner	103 1/4	96 1/4	- 2 1/8	- 01.81	255	7,381
O	(UAECA) United Art. Ent. A	16 3/4	16 1/8	- 1 7/8	- 10.20	-8	2,298
O	(UAECB) United Art. Ent. B	17	15 5/8	- 1 5/8	- 08.84	-8	1,110
N	(VIA) Viacom	1/2	7	- 5 7/8	- 10.04	24	2,806
N	(WU) Western Union	15/32	15/32		00.00		25

EQUIPMENT & MANUFACTURING

		Closing Wed Feb 7	Closing Wed Jan 31	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
N	(MMM) 3M	7/8	8 1/8	- 1 5/8	- 01.88	14	18,172
N	(ARV) Arvin Industries	4 3/8	4 3/8	- 5/8	- 04.00	36	274
O	(CCBL) C-Cor Electronics	1 1/4	3/4		00.00	8	43
N	(CHY) Chyron	1/8	1/4	- 1/4	- 09.52	-16	26
A	(COH) Cohu	1/4	1/8	1/8	01.20	7	18
N	(EK) Eastman Kodak	8 3/8	8 1/8	- 2 1/8	- 05.29	14	13,057
N	(GRL) Gen. Instrument	9	8 1/4	1/8	00.31	12	1,069
N	(GE) General Electric	2 3/8	2 1/4	- 1 5/8	- 02.61	15	56,844
N	(HRS) Harris Corp.	1/8	7 7/8	- 7/8	- 02.51	47	1,256
N	(MAI) M/A Com. Inc.	1/8	1/8	1/4	- 05.12	482	110
N	(IV) Mark IV Indus.	1 7/8	1	- 3/4	- 05.26	3	106
O	(MATT) Matthews Stud.	111/16	1 9/16		00.00	84	10
O	(MCDY) Microdyne	3/4	1/8	- 1/8	- 02.86	47	17
O	(MCOM) Midwest Commun.	1/8	1/2	- 5/8	- 12.82	12	12
N	(MOT) Motorola	8 5/8	4 5/8	- 2 1/2	- 04.00	15	7,798
N	(OAK) Oak Industries	1/8	1/8		00.00	41	100
A	(PPI) Pico Products	1/4	1/8	- 1/8	- 08.09		4
N	(SFA) Sci-Atlanta	4 1/4	2 1/4	- 2	- 08.51	13	492
N	(SNE) Sony Corp.	7	7 1/2	- 3/8	- 00.85	28	16,002
N	(TEK) Tektronix	6 5/8	6 5/8	1/8	00.82	201	524
N	(VAR) Varian Assoc.	2	3/4	- 1 1/4	- 05.88	13	416
O	(WGNR) Wegener	2	2	- 1/8	- 04.54	13	18
N	(WX) Westinghouse	2 1/2	2 1/4	- 1 5/8	- 02.21	12	10,422
N	(ZE) Zenith	1/8	1/2	- 1/4	- 02.00	-12	327
	Standard & Poor's 400	368.39	378.09			1.7	

■ **June 20-22**—Advanced seminar for European radio broadcasters in management and programing. "The Future Is Here," sponsored by *Radio Express*, distributor of American radio programs, and *Burns Media Consultants*. Heidelberg, West Germany. Information: (213) 850-1003.

June 20-24—*Society of Cable Television Engineers* annual conference. Stouffer's and Nashville Convention Center, Nashville. Information: (215) 363-6888.

June 21-22—*C-SPAN* "Capitol Experience" seminar "to provide cable operators with insight into the network's programing philosophy, reasons to carry C-SPAN and ways to promote it among their general audience." C-SPAN headquarters, Washington. Information: (202) 737-3220.

■ **June 23**—Non-televised presentation of 17th Annual Daytime Emmy Awards for creative arts categories, sponsored by *Academy of Television Arts and Sciences* and *National Academy of Television Arts and Sciences*. Sheraton Universal hotel, Universal City, Calif. Information: (818) 763-2975.

June 25-29—"Advanced Television: The Complete Picture," fourth international colloquium on advanced television systems, hosted by *Canada* and sponsored by *National Film Board, Department of Communications; Canadian Broadcasting Corp.*, and *Telesat Canada*. Ottawa Congress Center, Ottawa. Information: (613) 224-1741.

■ **June 28**—Broadcast on ABC-TV of 17th annual daytime Emmy Awards, sponsored by *Academy of Television Arts and Sciences* and *National Academy of Television Arts and Sciences*. New York. Information: (818) 763-2975.

June 28-July 1—*Mississippi Association of Broadcasters* 49th annual convention. Biloxi Hilton hotel, Biloxi, Miss.

Open Mike

Answer on AM

EDITOR: As a scarred veteran of this industry, it is rare that I have the opportunity to read an article so full of inaccuracies, misrepresentations and factual errors as provided by Eric Norberg in his Jan. 22 "Monday Memo." Mr. Norberg's comments indicate little understanding regarding the problems of the AM band or the way that radio works.

FM's first successes were founded on the very qualities that Mr. Norberg attributes solely to the AM band. The success of *any* radio station (not just AM, as Mr. Norberg suggests), or any medium for that matter, depends on "involving and interesting" the audience. A surface glance at any radio market will yield plentiful examples of active, foreground FM stations exhibiting the same amount of energy, content, variety and substance that Mr. Norberg suggests are the province of the AM band.

FM now dominates AM for a few fairly simple reasons:

■ FM stations began programing niche formats to make their market. Now all successful radio formats are "niche" formats, each targeting no more than two age cells.

■ Most formats involve music, and music sounds better on FM. This reaches beyond the matter of a station transmitter upgrade to the overall quality of the receiver. Music will not be a viable entity on AM as long as this difference exists. Recent ratings are filled with examples of music-intensive AM stations being decimated by new FM competition offering the same format.

Listeners aged 12-40 were raised on FM radio. Their habitual listening patterns are oriented toward FM, meaning the current potential for AM lies in 45-plus demographics. The only non-music format that targets 45-plus age cells is news/talk/information.

Niche formats, dominance of music-intensive programing, AM-FM orientation by age group, sound quality—the list could go on and on. It is clear, however, that energy level and program substance are keys to success for any station. Ignoring these facts will condemn AM radio to a continuation of performance problems.—*Gerry Boehme, vice president, director of radio research, Katz Radio, New York.*

Counting question

EDITOR: The public service material we're receiving on the upcoming U.S. Census raises questions in my mind about our current methods of audience measurement. We're supposed to widely publicize the goverment's effort to count the country's population, but keep secret an attempt to count our listeners and viewers. We take meticulous steps to instruct people how to fill out census forms, but telling anyone how to fill out a diary is wrong.

Can you imagine the Secretary of Commerce listing certain metropolitan areas below the line in the 1990 census report if stations in the market exceeded the specified amount or type of public service announcements? Perhaps we should think about and encourage their participation. Given the full story, and a sense of the importance of ratings, loyal listeners and viewers would cooperate to help their favorite stations. We'd also produce better research.—*Charlie Brogan, program director, KRVN-AM-FM Lexington, Neb.*

Radio Rx

EDITOR: Congratulations to BROADCASTING on raising the consciousness of radio's future with two "Monday Memo's" (Jan. 22 and Jan. 29.) It is so refreshing to see that both of these essays emphasized innovation rather than imitation. People in this business are constantly copying whoever won the sweeps during the last ratings cycle. In the end, it is the innovative minds that have always set the course for broadcasting's history. These essays and your fine series on the future of AM addressed this issue beautifully.

If only the spirit of these articles would be applied in our medium.—*Travis Medcalf, WJEJ(AM)-WWMD(FM) Hagerstown, Md.*

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Broadcasting
incorporating
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RADIO · TELEVISION · CABLE · SATELLITE

Broadcasting Feb 12

Vol. 118 No. 7

1989's Bottom Line for TV Groups

Company	Revenue (000)	% chg	Earnings (000)	% chg
Capital Cities/ABC*	$3,899,989	4%	$836,149	16%
Cosmos Broadcasting	$130,700	-3%	$8,000	-19%
LIN Broadcasting*	$162,378	3%	$75,048	1%
McGraw-Hill	$97,274	1%	$32,025	67%
Multimedia*	$136,942	0%	$55,400	1%
Post-Newsweek	$182,545	1%	$72,128	12%
New York Times*	$74,800	6%	$12,700	1%
Scripps Howard*	$222,627	4%	$59,554	2%
Times Mirror	$102,790	4%	$40,294	-3%
United Television	$106,864	6%	$3,539	-61%

**Results may include other operations but are predominantly from TV.*

Poor profit picture for most television groups in 1989

No one expected 1989 to shine when compared with the 1988 earnings of TV station operators. However, the actual results, many released just last week by publicly held group owners, clearly reveal an anemic profit picture on weak revenue growth. Excluding certain companies with special circumstances, most group operators reported profit declines or growth below the rate of inflation. While revenue comparisons should be easier in 1990, concerns about the economy and advertising will once again put attention on station operators' abilities to control costs.

Capital Cities/ABC reported strong 1989 gains for its broadcasting division, but most of that came from the television network, while both revenue and income increases for the stations were "moderate." Post Newsweek earnings were almost flat, rather than up 12%, if one ignores the special programing write-down taken last year. Similar write-downs also benefited the 1989-1988 comparison for McGraw-Hill, which cited as "good cost controls" the 15% slash in operating expenses it reported.

Of the publicly held group owners that had issued year-end financial results for their broadcasting operations (see chart), several had only disclosed revenue, and not profit. A.H. Belo, which also took programing write-downs in 1988 and whose five-station group is heavily dependent on the improving Texas economy, said that 1989 revenue was up 8%. Gannett reported a 4% revenue increase in its broadcasting revenue, to $408.4 million, and securities analyst Lisa Donneson of County NatWest estimated that operating income declined 4%, to $113 million.

Modest revenue growth was not unexpected, given comparisons against 1988 which had both the Olympics and

Continues on page 26

Stations pleasantly surprised by 1st quarter advertising

In a year when many station operators and rep firms are predicting slower growth in advertising sales, the first quarter surprised many with higher than expected increases. However, with automobile advertising expected to decrease, many sales reps and advertisers see strong political advertising to be the difference between a bad year and an average year.

A potential dark cloud is the threat of a baseball strike, which could leave stations scrambling for replacement programing and advertising.

For 1990, industry experts are looking for 4% to 6% revenue growth, spot and local combined. Increased advertising expenditures are expected from the airlines, fast food restaurants and the movie industry. The second half of the year should also see increased revenue from political campaigns. The Television Bureau of Advertising estimates a 6% increase in spot sales and 7% in local sales.

National spot, according to McCann-Erickson Worldwide Vice President Bob Coen, will increase between 3.5% and 4% and local advertising should gain about 6.6% with a heavy reliance on local retailers.

Group W Television Sales President Ed Goldman said that without elections, the base increase for advertising would probably be about 5%. For the year, though, Goldman said that ad budgets are usually the "most liquid of a client's expenses and that bodes for a rough year." The local market, he said, can no longer rely on advertising trickling down from national and network advertising.

For 1990, industry experts are looking for 4% to 6% revenue growth, spot and local combined. Increased advertising expenditures are expected from the airlines, fast food restaurants and the movie industry.

The General Motors announcement that it would withdraw a piece of its prime time buy made during last spring's upfront television marketplace representing about $50 million has most advertisers and reps preparing for other auto manufacturers to follow suit (BROADCASTING, Jan. 22). As one sales rep head put it: "When the economy gets a little shaky, category leaders like GM, Anheuser-Busch and Miller tend to take the lead in spending and put money behind a soft economy while the rest tend to cut back. If GM

Continues on page 26

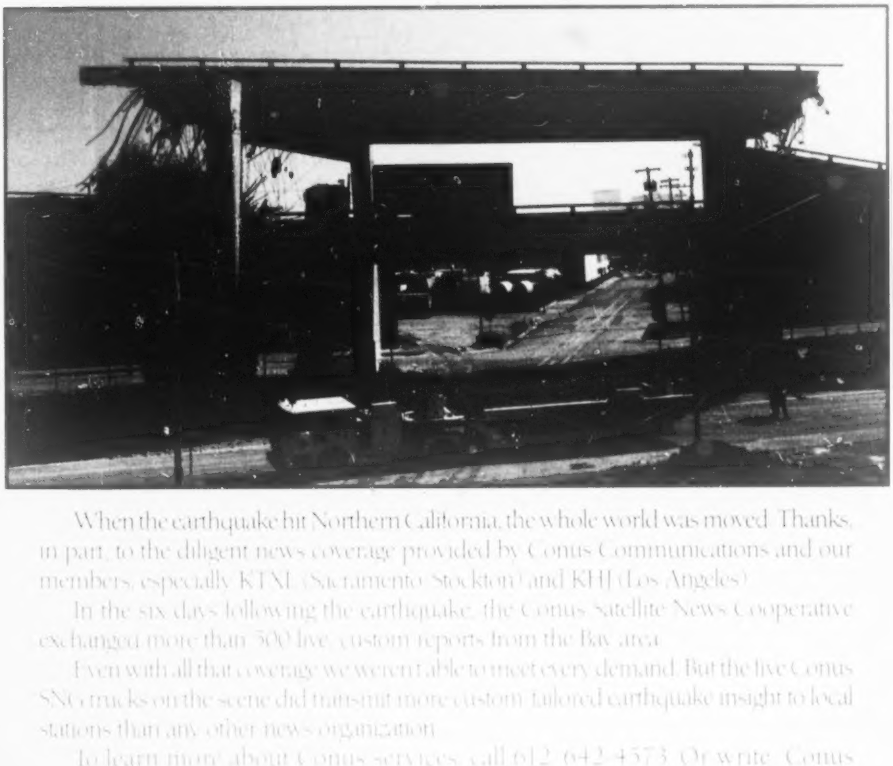
C1730-1

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Feb 19

No One's Better With Breaking News.



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59th Year 1990

SPECIAL REPORT

Radio Networks

□

Film, TV, video: The market in Monte Carlo

Vol. 118 No. 8

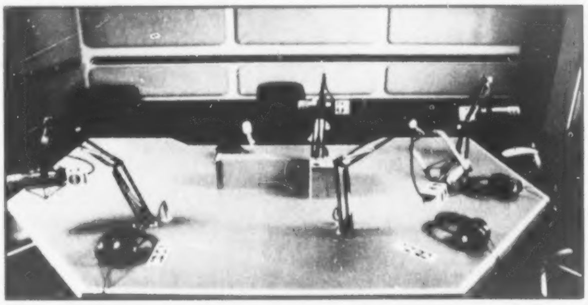
Broadcasting Feb 19

Cable promises customer service push...

NCTA President Jim Mooney says cable industry is "taking seriously" its customer service problem and intends "to do something about it." In meantime, executives tell analysts at Goldman Sachs conference that reregulation will not hurt cable. **PAGE 27.**

Special report: radio networks...

In increasingly competitive world of radio, servicing affiliates beyond provision of programing has evolved into requirement for doing business as well as benefit to bottom line. **PAGE 37.**



Europeans form programing partnerships...

European companies banding together to find alternative to high costs of American product unveil details of their alliances at annual Monte Carlo show. **PAGE 31.**

32/ *HARVEY STILL TOPS*

ABC Radio's Paul Harvey continues to be most popular radio network personality, retaining top five network radio shows for listeners 12-plus, according to fall 1989 SRI report.

52/ *TV NETWORK COMPETITION*

TV broadcast networks prepare for summer with more original series.

56/ *NEW PLAYER IN HOLLYWOOD*

Parent company of Japanese animator looks to establish new foothold in syndication distribution business and future broadcast network ties.

58/ *NAB PREVIEW: TRANSMITTERS*

New techniques for transmitting UHF-TV signals are among top transmission developments to be featured at National Association of Broadcasters convention.

62/ *UNIVISION SHORTFALL*

Univision reorganization proposal details shortfall in budget forecasting, revealing uphill struggle for Hispanic television operator as its controlling owner, Hallmark Cards, sends bad news to bondholders.

63/ *NETWORK FOURTH-QUARTER GAINS*

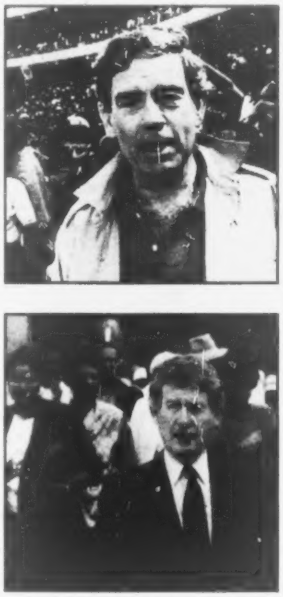
Improved sales results in higher profit gains for ABC and CBS for last quarter of 1989.

64/ *DBS REVIVAL*

Cable partnership's proposed 10-channel direct broadcast satellite service sparks renewed efforts by Hughes and Hubbard to get their own DBS services launched.

33/ *NETWORK NEWS RACE*

Networks are kept busy with release of Nelson Mandela in South Africa and presence of President Bush at drug summit in Colombia. On scene in South Africa: CBS's Dan Rather and ABC's Ted Koppel.



74/ *CABLE BARBS FROM L.A.*

FCC hears wide range of complaints about cable TV from major independent producers and Hollywood studio executives during commission's first field hearing in Los Angeles.

95/ *SATELLITE LINK*

Jeffrey Sudikoff, chairman and chief executive officer of company he founded, IDB Communications Group Inc., is pushing his company toward world made smaller by ease of global communications.

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BY THE NUMBERS 1

NBC won Week 21 of the prime time race, which ended Feb 12 The network averaged a 14 7 rating/24 share ABC was second with a 13 2/21 CBS was third with a 12 5/20 NBC won Wednesday, Thursday and Saturday, ABC won Monday, Tuesday and Friday, and CBS took Sunday Season to date, NBC leads with a 14 8 rating, followed by ABC's 13 0 and CBS's 12 3

Among midseason shows, ABC's *America's Funniest Home Videos* (pictured) continues to turn in the strongest performance The program was first again in its time period (Sunday at 8 p.m.), knocking CBS's *Murder, She Wrote* back to second place However, the widely publicized *Elvis*, in its premiere showing in its time period (8:30 Sunday), delivered a substantially lower rating than it did when it launched behind *Roseanne* on Tuesday, Feb 6 Behind *Roseanne*, it was tied for first with a 16/24 Last Sunday, behind *Home Videos*, it dropped to a 12 6/19, falling 13 share points

"By the Numbers" continues on page 14.

RATINGS ROUNDUP

Week 21 ☐ Feb. 5–Feb. 11

Rank/rating			Network	Show
1	▲	22.9/36	N	*Cosby Show*
2		22.8/35	N	*Cheers*
3	▼	22.5/33	A	*Roseanne*
4		21.9/34	N	*A Different World*
5	▲	21.4/32	A	*Am. Funniest Home Videos*
6	▼	20.0/34	N	*Golden Girls*
7	▲	20.1/30	A	*Wonder Years*
8	▲	19.9/31	N	*Sun. Movie: Blind Faith, pt 1*
9	▲	18.9/29	A	*Who's the Boss?*
10	▼	18.7/31	C	*60 Minutes*
11	▼	18.4/29	N	*Unsolved Mysteries*
12	▼	18.2/31	N	*Empty Nest*
13		17.9/30	N	*L.A. Law*
14		17.8/28	N	*Grand*
15	▼	17.1/25	C	*Murder, She Wrote*
16	▲	17.0/25	C	*Designing Women*
17	▲	16.7/25	N	*Matlock*
18	▲	16.5/26	A	*Mon. Movie: Survive*
19	▲	16.2/24	C	*Murphy Brown*
20		16.0/24	A	*Elvis Special*
20	▼	16.0/24	N	*In the Heat of the Night*
22	▼	15.7/28	A	*Full House*
23		15.4/24	A	*Sun. Movie: Robocop*
24	▲	15.1/23	C	*Sun. Movie: Miracle Landing*
25	▼	14.9/24	A	*Growing Pains*
26		14.7/23	N	*Night Court*
27	▼	14.2/24	N	*Amen*
27		14.2/22	A	*Head of the Class*
29	▲	14.1/24	C	*Knots Landing*
30	▼	13.9/24	A	*Family Matters*
30	▲	13.9/22	C	*Newhart*
32	▲	13.8/21	N	*Hogan Family*
32	▼	13.8/25	N	*Hunter*
32	▼	13.8/20	F	*The Simpsons*
35	▲	13.7/21	A	*MacGyver*
36	▲	13.6/21	C	*Tues. Movie: Family of Spies 2*
36	▲	13.6/21	C	*Jake and the Fatman*
38	▼	13.2/20	C	*Major Dad*
39		13.1/21	N	*Dear John*
39	▼	13.1/20	A	*Doogie Howser, M.D.*
39	▲	13.1/19	F	*Married...With Children*
42	▼	13.0/20	N	*ALF*
42	▼	13.0/22	A	*Perfect Strangers*
44	■	12.9/22	C	*Bradys*
45	▼	12.7/23	A	*20/20*
45	▼	12.7/22	N	*227*
47	■	12.6/19	A	*Elvis*
48	▼	12.5/21	A	*Just the Ten of Us*
48	▲	12.5/23	N	*Quantum Leap*
50	▼	12.4/20	N	*Mon. Movie: Murder in Miss.*
51	▼	12.3/21	N	*Midnight Caller*
52	▼	12.2/22	C	*Dallas*
52		12.2/18	N	*Unsolved Mysteries Special*
54	▼	12.1/18	C	*City*
54		12.1/20	A	*thirtysomething*
56		11.2/19	C	*Doctor, Doctor*
57	▼	10.8/17	A	*Father Dowling Mysteries*
57	▲	10.8/16	A	*Life Goes On*
59	▲	10.5/18	A	*Mystery Movie: Columbo*
59	▼	10.5/19	A	*China Beach*
59	▼	10.5/16	A	*Young Riders*
62		10.4/17	A	*Anything But Love*
63		9.9/18	C	*Wiseguy*
64	▼	9.7/15	C	*48 Hours*
65	▼	9.6/17	C	*Paradise*
66	▼	9.5/17	N	*Baywatch*
66	▼	9.5/17	N	*Mancuso, FBI*
68	▼	9.2/14	C	*Island Son*
68	▼	9.2/16	N	*True Blue*
70	▼	9.1/15	N	*Magical World of Disney*
71	▼	8.5/14	C	*Grand Slam*
72	▼	7.9/13	A	*Primetime Live*
73	▼	7.7/12	F	*America's Most Wanted*
74	▼	7.4/13	C	*Tour of Duty*
75	▼	7.3/13	C	*St. Night With Connie Chung*
76	▼	7.2/13	A	*Mission: Impossible*
76	▼	7.2/11	F	*Open House*
78	▼	6.9/12	F	*Cops*
79	▼	6.5/11	F	*Totally Hidden Video*
80	▼	5.8/9	F	*21 Jump Street*
81	▼	5.3/9	F	*Booker*
82	▼	5.1/8	F	*Alien Nation*
83	▼	4.2/7	F	*Tracey Ullman Show*
84	▼	3.9/7	F	*Reporters*
85	▼	2.0/5	F	*It's Garry Shandling's Show*

Guide to symbols
▼ —Down from last week
▲ —Up from last week
■ —Premiere broadcast

Source: Nielsen and Broadcasting's own research.

FREEZE FRAMES: Syndication Scorecard *

Week ended Feb. 4

Rank	Program (Syndicator)	Rtg	Stns	Covg
1	Wheel of Fortune, syn. (King World)	15.5	227	98
2	Jeopardy! (King World)	13.2	215	98
3	Wheel of Fortune, wknd. (King World)	10.7	202	92
4	Cosby Show (Viacom)	10.6	204	98
5	Oprah Winfrey Show (King World)	9.8	213	99
6	Current Affair (20th Century Fox TV)	9.1	188	96
6	Entertainment Tonight (Paramount)	9.1	173	96
8	Star Trek: Next Generation (Paramount)	8.4	231	97
9	Magic II	6.9	137	88
10	Donahue (Multimedia)	6.6	226	99
10	Star Search (TPE)	6.6	159	96
12	Family Feud 2 (LBS)	5.9	137	88
12	Geraldo (Paramount)	5.8	195	96
14	Charles in Charge IV (MCA)	5.7	140	90
15	Boxing Illustrated	5.6	77	81
15	People's Court (Warner Bros Domestic TV)	5.6	169	90
	The following shows were rated, but not ranked			
	Wrestling Network	6.7	174	92
	World Wrestling Federation (WWF)	10.5	248	97

* Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research.

Summary of Broadcasting & Cable

BROADCASTING

SERVICE	ON AIR	CP's ¹	TOTAL *
Commercial AM	4,972	250	5,222
Commercial FM	4,258	809	5,067
Educational FM	1,420	269	1,689
• Total Radio	10,650	1,328	11,978
Commercial VHF TV	546	20	566
Commercial UHF TV	544	194	730
Educational VHF TV	122	5	128
Educational UHF TV	228	20	248
• Total TV	1,440	242	1,682
VHF LPTV	300	206	506
UHF LPTV	457	1,506	1,832
• Total LPTV	757	1,713	2,337
FM translators	1,803	318	2,121
VHF translators	2,716	121	2,837
UHF translators	2,188	419	2,607

CABLE †

Total subscribers	52,300,000
Homes passed	73,900,000
Total systems	9,500
Household penetration†	57.1%
Pay cable penetration	29.4%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. ¹ Construction permit. ² Instructional TV fixed service. ³ Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

"By the Numbers" continues from page 12.

off its lead-in, finishing fourth behind CBS, NBC and Fox.

CBS's *City* (8:30 Monday), which debuted last month, fell from 35th to 54th last week, with a 12.1/18, two share points off lead-in *Major Dad*, and last in its time period.

ABC's *World News Tonight* won again with an 11/20, followed by the *CBS Evening News* (9.9/18) and *NBC Nightly News* (9.6/18).

MarketScope

Media stocks in general seem to have found level of support near which they have been trading for past few weeks. Exceptions to rule were mostly negative, among them, McGraw-Hill and News Corp. American Depository Receipts, both of which continued their slide of recent weeks ("MarketScope," Feb. 15). Karen Firestone, manager of Fidelity's seclect leisure, and broadcast and media funds, noted that ADR's are affected by stock market problems in Australia, where News Corp. stock is traded. She also noted that Australian media company John Fairfax Group, is rumored to be in trouble. Shares of The New York Times Co. also slid following release of publisher group owner's earnings, after which First Boston reiterated its "sell" recommendation, largely due to newspaper-related issues. A.H. Belo was up 7%. Telemundo fell slightly. Company's CEO, Henry Silverman, recently departed and major owners, Reliance Group Holdings and Columbia Savings, were both big clients of just-defaulted Drexel Burnham Lambert, itself Telemundo investor. Nostaligia Network, which had been offered for possible sale or recapitalization, has dropped 29% over past four weeks coinciding with news that certain major shareholders had sold shares in cable network. Zenith continued slide, and was off 31% from five weeks ago. Small studio stocks, particularly Spelling and Orion Pictures, had begun move late in week, possibly spurred by rumors that Marvin Davis was going to make bid for one or both companies.

Stock Index Notes: T-Toronto, A-American, N-NYSE, O-NASDAQ. Bid prices and common A stock used unless otherwise noted. P/E ratios are based on earnings per share for the previous 12 months as published by Standard & Poor's or as obtained by Broadcasting's own research.

STOCK INDEX 1

BROADCASTING

		Closing Tue Feb 13	Closing Wed Feb 7	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
N	(CCB) Capital Cities/ABC	510 1/2	524 1/4	- 13 3/4	- 02.62	20	9,188
N	(CBS) CBS	180 1/4	184 1/4	- 4	- 02.17	16	4,262
A	(CCU) Clear Channel	11 3/4	11 3/4		00.00	-97	45
A	(HTG) Heritage Media	3 3/4	3 5/8	1/8	03.44	-3	167
O	(JCOR) Jacor Commun.	5 3/8	5 1/8	1/4	04.87	-3	53
O	(LINB) LIN	110 1/2	112 3/4	- 2 1/4	- 01.99	58	5,686
O	(OBCCC) Olympic Broadcast	1/4	1/4		00.00		
O	(OSBN) Osborn Commun.	9 3/4	10	- 1/4	- 02.50	-46	68
O	(OCOMA) Outlet Commun.	19 3/4	20	- 1/4	- 01.25	12	128
A	(PR) Price Commun.	5 3/8	5 3/8		00.00	-4	46
O	(SAGB) Sage Broadcasting	2 3/4	2 3/4		00.00	-2	10
O	(SCRP) Scripps Howard	62	61	1	01.63	31	640
O	(SUNNC) SunGroup Inc.	2	2		00.00	-2	4
O	(TLMD) Telemundo	5 1/4	5 3/8	- 1/8	- 02.32	-2	119
O	(TVXGC) TVX Broadcast	4	4		00.00		29
O	(UTVI) United Television	33 1/4	34 1/8	- 7/8	- 02.56	5	382

BROADCASTING WITH OTHER MAJOR INTERESTS

		Closing Tue Feb 13	Closing Wed Feb 7	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
N	(BLC) A.H. Belo	35 3/4	33 3/4	2	05.92	41	705
N	(AFL) American Family	15 3/4	15 5/8	1/8	00.80	15	1,275
O	(ACCMA) Assoc. Commun.	32 3/8	32	3/8	01.17	-73	603
N	(CCN) Chris-Craft	33 3/8	33	3/8	01.13	1	795
O	(DUCO) Durham Corp.	33	29	4	13.79	22	270
N	(GCI) Gannett Co.	39 5/8	40 3/8	- 3/4	- 01.85	16	6,385
O	(GACC) Great Amer. Comm.	8 7/8	8 1/4	5/8	07.57	-2	311
N	(JP) Jefferson-Pilot	38 1/4	39 1/2	- 1 1/4	- 03.16	11	[illegible]
N	(KRI) Knight-Ridder	54 1/2	56 7/8	- 2 3/8	- 04.17	12	[illegible]
N	(LEE) Lee Enterprises	28 3/4	29 3/8	- 5/8	- 02.12	16	701
N	(LC) Liberty	45 7/8	46	- 1/8	- 00.27	23	[illegible]
N	(MHP) McGraw-Hill	52 3/8	55 1/4	- 2 7/8	- 05.20	13	[illegible]
A	(MEGA) Media General	30	30 1/4	- 1/4	- 00.82	-157	[illegible]
N	(MDP) Meredith Corp.	30 1/4	32	- 1 3/4	- 05.46	17	[illegible]
O	(MMEDC) Multimedia	78 1/2	75 3/4	2 3/4	03.63	28	[illegible]
A	(NYTA) New York Times	22 3/4	24 3/8	- 1 5/8	- 06.66	12	[illegible]

BY THE NUMBERS 3

STOCK INDEX 2

	Closing Tue Feb 13	Closing Wed Feb. 7	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
N (NWS) News Corp. Ltd.	15 1/4	17 1/8	- 1 7/8	- 10.94	6	4,094
O (PARC) Park Commun.	20	20		00.00	21	414
O (PLTZ) Pulitzer Publishing	20 3/4	20 3/4		00.00	14	300
N (REL) Reliance Group Hold.	4 3/4	4 7/8	- 1/8	- 02.56	-6	354
O (RTRSY) Reuters Ltd.	52 1/2	52 1/2		00.00	27	23,848
O (STAUF) Stauffer Commun.	144	144		00.00	40	144
N (TMC) Times Mirror	33 3/8	34 1/8	- 3/4	- 02.19	13	4,312
O (TMCI) TM Communications	1/4	1/4		00.00	-2	1
N (TRB) Tribune	40 7/8	42 1/4	- 1 3/8	- 03.25	13	2,867
A (TBSA) Turner Bcstg. 'A'	47 7/8	47 1/4	5/8	01.32	-82	2,373
A (TBSB) Turner Bcstg. 'B'	46 1/4	46	1/4	00.54	-80	1,238
A (WPOB) Washington Post	275	275		00.00	19	3,486

PROGRAMING

	Closing Tue Feb 13	Closing Wed Feb. 7	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
O (ALLT) All American TV	4	4 5/8	- 5/8	- 13.51		4
A (CLR) Color Systems	2 1/4	2 3/8	- 1/8	- 05.26	-1	12
O (DCPI) dick clark prod.	6 1/8	6 1/2	- 3/8	- 05.76	22	50
N (DIS) Disney	107 5/8	109	- 1 3/8	- 01.26	21	14,481
O (FNNI) Financial News	7 1/4	7 1/8	1/8	01.75	32	130
A (FE) Fries Entertain.	2	2 1/8	- 1/8	- 05.88	-1	9
A (HHH) Heritage Entertain.	1 1/2	1 1/2		00.00	-1	11
A (HSN) Home Shopping Net.	7 1/2	7 1/4	1/4	03.44	46	673
N (KWP) King World	42 3/8	40 5/8	1 3/4	04.30	14	1,070
O (KREN) Kings Road Entertain.	9/32	1/4	1/32	12.50		1
N (MCA) MCA	54 1/4	54 7/8	- 5/8	- 01.13	21	3,976
N (MGM) MGM/UA Commun.	12	12		00.00	-8	612
A (NWP) Nelson Holdings	8 1/2	8 7/8	- 3/8	- 04.22		36
O (NNET) Nostalgia Network	1 1/2	1 5/8	- 1/8	- 07.69	-2	8
N (OPC) Orion Pictures	19	17 1/8	1 7/8	10.94	23	342
N (PCI) Paramount Commun.	43 5/8	44 5/8	- 1	- 02.24	13	5,192
N (PLA) Playboy Ent.	13 7/8	14 3/8	- 1/2	- 03.47	-154	130
O (QNTQE) Qintex Ent.	1 1/4	1 1/4		00.00		26
O (QVCN) QVC Network	15 7/8	14 1/2	1 3/8	09.48	33	180
O (RVCC) Reeves Commun.	6 3/4	6 3/4		00.00	-5	85
O (RPICA) Republic Pic. 'A'	7	7		77	29	
O (RPICB) Republic Pic. 'B'	6 1/4	6 1/2	- 1/4	- 03.84	69	26
O (SP) Spelling Entertainment	11 1/4	11 1/8	1/8	01.12	30	372
O (JUKE) Video Jukebox Net.	7 7/8	7 5/8	1/4	03.27	-21	73
O (WONE) Westwood One	6 1/2	6 3/4	- 1/4	- 03.70	-4	94

SERVICE

	Closing Tue Feb 13	Closing Wed Feb. 7	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
O (AGRP) Andrews Group	3 5/8	3 5/8		00.00	-2	33
O (BSIM) Burnup & Sims	17 1/2	17 3/4	- 1/4	- 01.40	23	220
N (CQ) Comsat	36 3/8	35 7/8	1/2	01.39	10	606
N (DNB) Dun & Bradstreet	44 1/4	44 5/8	- 3/8	- 00.84	14	8,273
N (FCB) Foote Cone & B.	27 7/8	27 7/8		00.00	19	236
O (GREY) Grey Advertising	159	159		00.00	14	181
O (IDBX) IDB Communications	9 3/4	8 3/4	1	12.06	487	48
N (IPG) Interpublic Group	30 1/2	30 3/4	- 1/4	- 00.81	15	1,053
O (OMCM) Omnicom Group	23 5/8	23 3/4	- 1/8	- 00.52	13	619

	Closing Tue Feb 13	Closing Wed Feb 7	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
N (SAA) Saatchi & Saatchi	11 1/2	12 1/4	- 3/4	- 06.12	-13	1,800
O (TLMT) Telemation	2 3/4	2 3/4		00.00	5	12
A (UNV) United Video	10	10 3/8	- 3/8	- 03.61	15	21

CABLE

	Closing Tue Feb 13	Closing Wed Feb 7	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
A (ATN) Acton Corp.	13 3/8	13	3/8	02.88	2	20
O (ATCMA) Amer. TV & Comm.	36 1/4	35 1/2	3/4	02.11	44	3,952
O (CTEX) C-Tec Corp.	20 1/8	20	1/8	00.62	36	348
A (CVC) Cablevision Sys. 'A'	30 1/2	31 3/8	- 7/8	- 02.78	-4	675
A (CTY) Century Comm.	10 3/8	10 1/2	- 1/8	- 01.19	-14	675
O (CMCSA) Comcast	15 1/8	13 7/8	1 1/4	09.00	-12	1,657
A (FAL) Falcon Cable Systems	17 5/8	17 5/8		00.00	-30	112
O (JOIN) Jones Intercable	12 3/8	12 3/4	- 3/8	- 02.94	-6	153
T (RCI.A) Rogers Commun. 'A'	107	110	- 3	- 02.72	-31	465
T (RCI.B) Rogers Commun. 'B'	80 1/2	81 1/2	- 1	- 01.22	-23	1,865
O (TCAT) TCA Cable TV	14	15	- 1	- 06.66	23	328
O (TCOMA) Tele-Commun.	15 3/4	15 3/8	3/8	02.43	-32	5,558
N (TWX) Time Warner	101 1/2	103 1/4	- 1 3/4	- 01.69	225	5,838
O (UAECA) United Art. Ent. A	15 7/8	16 3/4	- 7/8	- 05.22	-8	2,211
O (UAECB) United Art. Ent. B	15 3/4	17	- 1 1/4	- 07.35	-8	1,051
N (VIA) Viacom	51 3/4	50 1/2	1 1/4	02.47	23	2,760
N (WU) Western Union	1 1/8	1 15/32	- 11/32	- 23.40		69

EQUIPMENT & MANUFACTURING

	Closing Tue Feb 13	Closing Wed Feb 7	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
N (MMM) 3M	81	80 7/8	1/8	00.15	14	10,144
N (ARV) Arvin Industries	14 5/8	14 3/8	1/4	01.73	36	274
O (CCBL) C-Cor Electronics	10 1/2	11 1/4	- 3/4	- 06.66	8	43
N (CHY) Chyron	2 1/8	2 1/8		00.00	-16	24
A (COH) Cohu	8 3/8	8 1/4	1/8	01.51	6	16
N (EK) Eastman Kodak	38 5/8	38 3/8	1/4	00.65	13	12,530
N (GRL) Gen. Instrument	39 1/8	39	1/8	00.32	12	[illegible]
N (GE) General Electric	62 1/8	62 5/8	- 1/2	- 00.79	14	56,604
N (HRS) Harris Corp.	31 1/4	30 1/8	1 1/8	03.73	46	1,272
N (MAI) M/A Com. Inc.	4 7/8	4 1/8	3/4	14.28	487	116
N (IV) Mark IV Indus.	12	11 7/8	1/8	01.05	2	176
O (MATT) Matthews Studio	1 11/16	1 11/16		00.00	84	10
O (MCDY) Microdyne	3 3/4	3 3/4		00.00	41	15
O (MCOM) Midwest Commun.	4	4 1/8	- 1/8	- 03.03	11	12
N (MOT) Motorola	58 1/2	58 5/8	- 1/8	- 00.21	15	7,618
N (OAK) Oak Industries	1 1/4	1 1/8	1/8	11.11	-41	101
A (PPI) Pico Products	1 3/8	1 1/4	1/8	10.00		4
N (SFA) Sci-Atlanta	23 5/8	24 1/4	- 5/8	- 02.57	14	541
N (SNE) Sony Corp.	56 1/8	57	- 7/8	- 01.53	25	15,881
N (TEK) Tektronix	16 1/4	16 5/8	- 3/8	- 02.25	180	470
N (VAR) Varian Assoc.	21 7/8	22	- 1/8	- 00.56	14	441
O (WGNR) Wegener	2 1/8	2	1/2	25	12	18
N (WX) Westinghouse	71 3/4	72 1/2	- 3/4	- 01.03	12	10,405
N (ZE) Zenith	8 7/8	10 1/8	- 1 1/4	- 11.59	-8	207
Standard & Poor's 400	363.21	365.39		-00.60		-1.06

RADIO TELEVISION CABLE SATELLITE
Broadcasting Feb 19

NCTA's Jim Mooney announces customer service standards

Cable vows to clean up its customer service act

Hoping to cool the cable reregulation fever that is raging in Washington, the cable industry last week promised to answer the telephones.

At a Washington press conference last Thursday (Feb. 15), National Cable Television Association President Jim Mooney announced that the association had adopted a set of "comprehensive, highly specific" customer service standards and that most cable operators had pledged to comply with them by July 1991.

With the issuance of the standards, Mooney told reporters, the industry is signaling that it is "taking seriously" its customer service problem and intends "to do something about it."

"We think right now a lot of our cable systems provide pretty good customer service," said Mooney, flanked by Bob Miron, NCTA chairman and president of Newhouse Broadcasting, and John Goddard, president of Viacom Cable and chairman of NCTA's customer relations subcommittee, which developed the standards. "But, in all candor, we have to say that a significant number of our cable systems have not gotten to the point where customer service can be described as good or even adequate."

The standards cover telephone answering, office hours, scheduling of installation and service appointments in the home and restoration of outages. Among other things, the standards require participating cable operators to answer phones within 30 seconds and, in certain communities, to provide supplemental offices and telephone hours. They also require operators to hook up new subscribers within seven days and restore outages within 36 hours. (A full text of the standards appears on page 65.)

According to Mooney, NCTA is prevented by antitrust law from enforcing the standards and, thus, they are strictly voluntary. However, he said, local franchising authorities could incorporate the standards into local franchising agreements,

continues on page 28

Cable reassures Wall Street it can prosper, even under reregulation

While the cable industry was sending one message to Washington last week on customer service, it was sending another to Wall Street—one of political reassurance and revenue flexibility.

"Our concerns are your concerns," said Fred Vierra, president and chief operating officer of United Artists Entertainment, to analysts at a Goldman Sachs conference, "but sometimes I think you worry more than we do." Vierra said "reregulation is not a grassroots issue." The complaints are "fairly narrow," he said, and have been exploited by the telephone and broadcast lobbies.

Still, he acknowledged the probability of reregulation, but "very much within the parameters we can live with." If the FCC widened its definition on effective competition to all cable systems, thus limiting basic rate increases to 5% or inflation, "we would be no worse off than what we decided to do internally," said Vierra, since UA is limiting 1990 basic rate increases to inflation. "We can grow the business in a way you'll really like," he told analysts, by getting more revenue from ad sales and pay per views.

Cablevision Systems Vice Chairman William Bell said cable thrived before, during and after regulation and "we can continue to thrive if we're regulated again." Marc Lustgarten, also vice chairman of Cablevision, pointed out that Cablevision has "more revenue above basic than any other cable company," and added that Cablevision's operations are in major markets, and thus unlikely to be deemed noncompetitive by any cable proposals being considered in Washington. Cablevision

continues on page 29

1989's Bottom Line for Cable

Company	Revenue	Cash Flow
HBO	$1,177,000,000	$166,000,000
Showtime	470,000,000	8,000,000
ESPN**	425,000,000	130,000,000
WTBS-TNT**	378,000,000	116,000,000
CNN-HN**	328,000,000	136,000,000
MTV-VH-1	168,000,000	52,000,000
Nick-NAN	114,000,000	49,000,000
TCI**	2,940,000,000	1,097,000,000
Time Warner Cable	1,543,000,000	644,000,000
ATC	973,000,000	431,000,000
Comcast**	552,000,000	220,000,000
Viacom Cable	301,000,000	132,000,000

*Notes: TW Cable are pro forma results. *Company estimates. **Analysts or BROADCASTING estimates.*

C1750-1

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Feb 26

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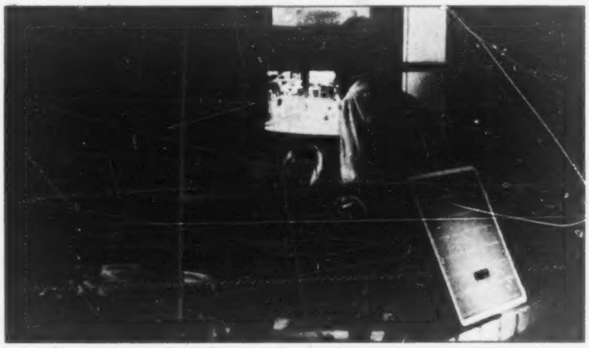
Vol. 118 No. 9

Broadcasting Feb 26

Sky Cable adds new dimension to broadcast/cable world...

Fifth Estate sizes up plans of four leading media companies—NBC, News Corp., Cablevision and Hughes Communications—to form first high-power direct broadcast satellite service in U.S., one that could eventually deliver up to 108 channels to napkin-sized flat antennas mounted on subscribers' homes. **PAGE 27.** What do Wall Street, Hollywood, broadcasters, cable industry and brokers think? **PAGE 28.** Who are other DBS players? **PAGES 30, 31.** Four that failed. **PAGE 31.**



Sky Cable subscribers will receive programs delivered by receiving dish, shown here mounted on outside windowsill.

Inouye throws fin-syn ball to FCC...

Senator Daniel Inouye tells FCC Chairman Alfred Sikes that it is up to commission to deal with fin-syn issue and speculation about Fox getting at least partial waiver. **PAGE 32.**

33/ *CALLING IN THE TROOPS FOR FIN-SYN*

Scores of Washington lobbyists, public relations executives and lawyers are called into service for financial interest-syndication battle.

34/ *VOA-USIA CONFLICT*

U.S. Information Agency's budget problems reveal further evidence of conflict between USIA Director Bruce Gelb and VOA's Richard Carlson.

35/ *PRIME TIME NEWS IN L.A.*

Beginning next month, Walt Disney Co.'s KCAL-TV Los Angeles will feature all-news prime time format.

38/ *CUTBACK IN BEER ADS*

Anheuser-Busch says it will reduce its radio and TV brewery advertising budget, investing instead in in-store promotions.

35/ *NETWORK SCHEDULE CHANGES*

ABC and CBS cancel shows, shoring up problem areas in their respective schedules.

CBS cuts 'Doctor, Doctor' from its Monday 10:30-11 p.m. slot

38/ *UNITED CABLE SETTLES SUIT*

United Cable TV Corp. agrees to settle suit with two minority shareholders for up to $100 million.

39/ *PLAYBOY TRADEMARK UNDERUSED*

Playboy Entertainment Group executive says company hopes to get more out of its famous trademark through "strategic alliances."

40/ *NO CAMERAS IN WISCONSIN COURT*

Although judge agreed that broadcast coverage of hearing would be beneficial, she decides to abide by rules of federal Judicial Conference and deny cameras court access.

41/ *ROAD TO NAB: CAMERAS*

Some of leading camera manufacturers will display only CCD products during upcoming National Association of Broadcasters convention.

47/ *MORE COMEDY*

Two new national comedy radio services debut this month.

48/ *INDECENCY COMMENTERS PAN BAN*

FCC hears little support from broadcasters for 24-hour-day ban of broadcast indecency.

71/ *UHF BELIEVER*

Former FCC lawyer Michael Finkelstein, now CEO of independent UHF station group Renaissance Communications Corp., reaps benefits of UHF spectrum he helped open almost 30 years ago.

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BY THE NUMBERS 1

It was another stellar week for NBC in the prime time ratings race. For the week ended Feb. 18, the network won by its largest margin since premiere week, with a 15.7 rating/26 share. ABC was a distant second, with a 12.6/20, followed by CBS with a 12.1/20. NBC has won 21 of the 22 weeks of this season, and 86 of the last 87 weeks.

In addition to winning Monday, Thursday and Saturday, its strongest nights, NBC also took Tuesday (Feb. 13), usually won by ABC, with the help of part two of the mini-series, *Blind Faith* (pictured). Part two of *Faith* was tied (with *Cheers*) as the second-ranked program for the week, with a 23.3/36. NBC also won Wednesday night, with its lineup of *Unsolved Mysteries*, *Night Court*, *Dear John* and *Quantum Leap*.

NBC took Monday with a special lineup, billed as "The Night of 1,000 Laughs," featuring special episodes of *The Cosby Show*, *Golden Girls*, *Dear John*, *Empty Nest* and *Amen*. The first three

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RATINGS ROUNDUP

Rank/rating			Network	Show
1		28.9/37	N	*Cosby Show*
2		23.3/35	N	*Cheers*
2		23.3/36	N	*Tuesday Movie: Blind Faith*
4		21.9/34	N	*A Different World*
5		21.6/33	N	*Bill Cosby Special*
6	▼	21.2/33	A	*Amer. Funniest Home Videos*
7	▼	20.5/29	A	*Roseanne*
8	▼	20.4/36	N	*Golden Girls*
9	▲	19.9/34	N	*Empty Nest*
10	▼	19.4/29	A	*Wonder Years*
11	▼	18.8/32	C	*60 Minutes*
12		18.6/28	N	*Golden Girls Special*
13	▼	18.4/30	N	*Unsolved Mysteries*
14	▼	18.0/20	N	*L.A. Law*
15	▲	17.5/27	N	*ALF*
16	▲	17.3/28	N	*Matlock*
17	▼	17.2/27	N	*Grand*
18		17.1/27	C	*Sun. Movie: Color Purple*
19	▼	16.9/26	A	*Who's the Boss?*
20	▲	15.8/28	A	*Full House*
20		15.8/24	A	*Kennedy/Massachusetts*
22		15.5/23	N	*Dear John Special*
23	▲	15.3/25	A	*Growing Pains*
24		14.8/22	N	*Sun. Movie: Death of the Hulk*
24	▲	14.8/23	N	*Night Court*
24	▲	14.8/22	F	*Simpsons*
27		14.5/26	N	*Amen*
27	▲	14.5/24	C	*Knots Landing*
29		14.2/23	N	*Empty Nest Special*
30		14.1/26	N	*Bob Hope Special*
30		14.1/21	A	*Coach*
30	▼	13.8/22	A	*Head of the Class*
30	▲	14.1/24	A	*Perfect Strangers*
30	▼	14.1/25	A	*20/20*
35	▲	13.9/22	C	*Jake & Fatman*
35	▲	13.9/20	F	*Married...With Children*
37	▼	13.8/24	A	*Family Matters*
38		13.6/22	C	*Monday Movie: Love Boat*
39		13.1/20	A	*Doogie Howser, M.D.*
39	▲	13.1/22	A	*Just the Ten of Us*
41	▲	12.9/21	A	*Monday Movie: Jewel of Nile*
41	▼	12.9/20	A	*Macgyver*
43	▲	12.5/19	A	*Elvis*
44	▲	12.4/19	A	*Father Dowling Mysteries*
45	▼	12.3/20	N	*Dear John*
46		12.2/19	C	*Tues. Movie: Dirty Dancing*
46	▲	12.2/21	C	*Dallas*
48		12.1/10	C	*Rescue 911*
49	▼	11.9/22	N	*227*
50	▲	11.4/21	C	*Wiseguy*
51	▲	11.3/20	N	*Mancuso, FBI*
52	▼	11.2/20	N	*Quantum Leap*
53		11.1/20	N	*Amen special*
54		11.0/17	C	*City*
55		10.0/17	A	*Young Riders*
56		10.5/16	N	*True Blue*
57	▼	10.4/16	C	*Murphy Brown*
58	▲	10.3/17	A	*Anything But Love*
58	▲	10.3/19	A	*China Beach*
60	▼	10.1/17	A	*Life Goes On*
61	▼	10.0/17	A	*Bradys*
62	▲	9.6/17	C	*Paradise*
62	▼	9.6/15	A	*thirtysomething*
64		9.5/17	C	*Falcon Crest*
64	▲	9.5/15	C	*Island Son*
66		8.7/14	N	*Sun. Movie: Goonies*
67		8.6/15	A	*Movie: Christine Cromwell*
68	▲	8.2/14	A	*Primetime Live*
69	▲	8.0/12	F	*America's Most Wanted*
69	▲	8.0/15	F	*Cops*
71	▲	7.9/14	C	*Tour of Duty*
72	▲	7/15	A	*Connie Chung*
73	▼	7.5/12	C	*Grand Slam*
74	▲	7.4/13	F	*Totally Hidden Video*
75	▼	7.3/11	C	*48 Hours*
76		7.1/11	F	*Open House*
77	▲	6.5/10	F	*Alien Nation*
78	▼	6.2/11	A	*Mission: Impossible*
79	▲	5.5/8	F	*21 Jump Street*
80	▲	5.3/8	F	*Booker*
81		5.0/8	F	*Fox Night at Movies*
82	▲	4.5/8	F	*Reporters*
83		4.3/7	F	*Tracey Ullman Show*
84	▲	3.2/5	F	*Garry Shandling Show*

Guide to symbols: ▼ —Down in rank from last week ▲ —Up in rank from last week ● —Premiere broadcast

Source: Nielsen Media Research

FREEZE FRAMES: Syndication Scorecard *

Week ended Feb. 11

Rank	Program (Syndicator)	Rtg	Stns	Covg
1	Wheel of Fortune, syn. (King World)	15.0	230	99
2	Jeopardy! (King World)	13.2	216	99
3	Star Trek: Next Generation (Paramount)	10.5	236	98
4	Oprah Winfrey Show (King World)	9.7	214	99
4	Wheel of Fortune, wknd. (King World)	9.7	201	92
6	Cosby Show (Viacom)	9.5	204	98
7	Current Affair (20th Century Fox TV)	9.0	191	96
7	Entertainment Tonight (Paramount)	9.0	175	96
9	Cousteau (Turner)	6.5	118	91
9	Star Search (TPE)	6.5	152	95
11	Geraldo (Paramount)	6.4	199	98
12	Donahue (Multimedia)	6.2	228	99
13	Family Feud 2 (LBS)	6.0	140	89
13	Mama's Family, syn. (Lorimar)	6.0	172	90
15	Inside Edition (King World)	5.7	103	81
	The following shows were rated, but not ranked			
	Wrestling Network	10.1	173	92
	World Wrestling Federation (WWF)	9.3	244	97

* Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research.

Summary of Broadcasting & Cable

BROADCASTING

SERVICE	ON AIR	CP's ¹	TOTAL *
Commercial AM	4,972	250	5,222
Commercial FM	4,258	809	5,067
Educational FM	1,420	269	1,689
■ Total Radio	10,650	1,328	11,978
Commercial VHF TV	548	20	568
Commercial UHF TV	544	194	738
Educational VHF TV	123	5	128
Educational UHF TV	225	23	248
■ Total TV	1,440	242	1,682
VHF LPTV	300	205	505
UHF LPTV	457	1,508	1,832
■ Total LPTV	757	1,713	2,337
FM translators	1,803	318	2,121
VHF translators	2,716	121	2,837
UHF translators	2,188	419	2,607

CABLE†

Total subscribers	52,300,000
Homes passed	73,900,000
Total systems	9,500
Household penetration†	57.1%
Pay cable penetration	29.4%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. ¹ Construction permit. ² Instructional TV fixed service. ³ Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

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shows won their periods easily, while *Nest* tied with a CBS *Love Boat* special, and *Amen* was third behind a movie on ABC and CBS's *Boat* special.

Despite a poor lead-in from *Booker*, which finished fourth, Fox's *Simpsons* finished second Sunday at 8:30, behind "Purple," but ahead of the last half-hour of NBC's "Goonies" and ABC's *Elvis*. The show also beat every regularly scheduled CBS Entertainment series in prime time.

ABC was first again in the evening news race, with an 11.3/21, followed by NBC, 10.1/19, and CBS, 9.9/18.

MarketScope

Quietly making appearance at $2 a share on over-the-counter market is said to be SCI Television stock issued to bondholders as part of company's recent exchange offer. Shortened trading week produced mostly negative results which were blamed on general marketplace concerns over inflation and interest rates. Capital Cities/ABC (CCB) dropped below 500 for first time in six months with one reason, said portfolio manager, being renewed activity by short sellers. Also suggested was that many of CCB's institutional holders have big profit in stock, making it likely candidate for profit taking to offset losses in other stocks during general market decline. Trading was delayed in CCB on Wednesday morning due to order imbalance which was attributed to prior night's televised remarks recommending CCB as short. Comments at prior week's Goldman Sachs cable conference were said to cause 15% drop in price of General Instrument (GRL), which continued into last week. Another equipment manufacturer, Scientific Atlanta (SFA), was also down following remarks by Tele-Communications Inc. executive who said that MSO would cut back purchase of hardware. Merrill Lynch reportedly downgraded recommendations on both stocks. Orion Pictures (OPC) was up 16% to 21¼ following confirmation by Metromedia that its 75% stake in OPC was for sale.

Stock Index Notes: T Toronto, A American, N NYSE, O NASDAQ. Bid prices and common A stock used unless otherwise noted. P/E ratios are based on earnings per share for the previous 12 months as published by Standard & Poor's or as obtained by Broadcasting's own research.

STOCK INDEX 1

BROADCASTING

		Closing Wed Feb 21	Closing Tue Feb 13	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
N	(CCB) Capital Cities/ABC	496 1/2	510 1/2	- 14	- 02.74	19	8,606
N	(CBS) CBS	180 3/4	180 1/4	1/2	00.27	16	4,274
A	(CCU) Clear Channel	12 1/8	11 3/4	3/8	03.19	-101	47
A	(HTG) Heritage Media	3 3/4	3 3/4		00.00	-3	167
O	(JCOR) Jacor Commun.	5 5/8	5 3/8	1/4	04.65	-3	55
O	(LINB) LIN	112	110 1/2	1 1/2	01.35	60	5,772
O	(OBCCC) Olympia Broadcast	1/4	1/4		00.00		
O	(OSBN) Osborn Commun.	9 1/4	9 3/4	- 1/2	- 05.12	-44	64
O	(OCOMA) Outlet Commun.	19 1/4	19 3/4	- 1/2	- 02.53	12	126
A	(PR) Price Commun.	5 1/4	5 3/8	- 1/8	- 02.32	-4	46
O	(SAGB) Sage Broadcasting	2 3/4	2 3/4		00.00	-2	10
O	(SCRP) Scripps Howard	65 1/2	62	3 1/2	05.64	33	676
O	(SUNNC) SunGroup Inc.	2	2		00.00	-2	4
O	(TLMD) Telemundo	5 1/4	5 1/4		00.00	-2	110
O	(TVXGC) TVX Broadcast	4 1/8	4	1/8	03.12		30
O	(UTVI) United Television	33	33 1/4	- 1/4	- 00.75	5	350

BROADCASTING WITH OTHER MAJOR INTERESTS

		Closing Wed Feb 21	Closing Tue Feb 13	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
N	(BLC) A.H. Belo	34 1/4	35 3/4	- 1 1/2	- 04.19	[illegible]	[illegible]
N	(AFL) American Family	15 3/4	15 3/4		00.00	15	[illegible]
O	(ACCMA) Assoc. Commun.	31	32 3/8	- 1 3/8	- 04.24	[illegible]	[illegible]
N	(CCN) Chris-Craft	31 3/4	33 3/8	- 1 5/8	- 04.88	1	[illegible]
O	(DUCO) Durham Corp.	30	33	- 3	- 09.09	[illegible]	[illegible]
N	(GCI) Gannett Co.	38 5/8	38 5/8		00.00	16	[illegible]
O	(GACC) Great Amer.Comm.	7 7/8	8 7/8	- 1	- 11.26	-1	[illegible]
N	(JP) Jefferson-Pilot	40 1/4	38 1/4	2	05.22	12	[illegible]
N	(KRI) Knight-Ridder	54 1/2	54 1/2		00.00	11	[illegible]
N	(LEE) Lee Enterprises	28 1/8	28 3/4	- 1/4	- 00.86	16	[illegible]
N	(LC) Liberty	46	45 7/8	1/8	00.27	23	[illegible]
N	(MHP) McGraw-Hill	50 7/8	52 3/8	- 1 1/2	- 02.86	11	[illegible]
A	(MEGA) Media General	29 1/8	30	- 7/8	- 02.91	-183	[illegible]
N	(MDP) Meredith Corp.	30 1/2	30 1/4	1/4	00.82	18	[illegible]
O	(MMEDC) Multimedia	77 1/4	78 1/2	- 1 1/4	- 01.59	28	[illegible]
A	(NYTA) New York Times	22 7/8	22 3/4	1/8	00.54	11	[illegible]

STOCK INDEX 2

	Closing Wed Feb 21	Closing Tue Feb 13	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
N (NWS) News Corp. Ltd.	16	15 1/4	3/4	04.91	6	4,285
O (PARC) Park Commun.	19 1/2	20	- 1/2	-02.50	21	403
O (PLTZ) Pulitzer Publishing	28 3/4	28 3/4		00.00	14	300
N (REL) Reliance Group Hold.	4 3/4	4 3/4		00.00	-6	354
O (RTRSY) Reuters Ltd.	52 5/8	52 1/2	1/8	00.23	27	23,905
O (STAUF) Stauffer Commun.	144	144		00.00	48	144
N (TMC) Times Mirror	32 5/8	33 3/8	- 3/4	-02.24	13	4,216
O (TMCI) TM Communications	1/4	1/4		00.00	-2	1
N (TRB) Tribune	41 1/2	40 7/8	5/8	01.52	15	2,931
A (TBSA) Turner Bcstg. 'A'	46 1/4	47 7/8	- 1 5/8	-03.39	-80	2,208
A (TBSB) Turner Bcstg. 'B'	44 3/8	46 1/4	- 1 7/8	-04.05	-67	1,189
A (WPOB) Washington Post	276	275		00.00	10	3,456

PROGRAMING

	Closing Wed Feb 21	Closing Tue Feb 13	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
O (ALLT) All American TV	3 3/4	4	- 1/4	-06.25		4
A (CLR) Color Systems	2 5/8	2 1/4	3/8	16.66	-2	14
O (DCPI) dick clark prod.	6 1/4	6 1/8	1/8	02.04	23	51
N (DIS) Disney	104 7/8	107 5/8	- 3/4	-00.69	20	14,380
O (FNNI) Financial News	6 3/4	7 1/4	- 1/2	-06.89	30	121
A (FE) Fries Entertain.	2 1/8	2	1/8	06.25	-1	10
A (HHH) Heritage Entertain.	1 3/8	1 1/2	- 1/8	-08.33	-1	10
A (HSN) Home Shopping Net.	7	7 1/2	- 1/2	-06.66	43	628
N (KWP) King World	39 7/8	42 3/8	- 2 1/2	-05.89	13	1,007
O (KREN) Kings Road Entertain.	1/4	9/32	- 1/32	-11.11		1
N (MCA) MCA	52 3/4	54 1/4	- 1 1/2	-02.76	15	3,866
N (MGM) MGM/UA Commun.	11 1/2	12	- 1/2	-04.16	-7	586
A (NNH) Nelson Holdings	6 1/2	6 1/2		00.00		36
O (NNET) Nostalgia Network	1 7/16	1 1/2	- 1/16	-04.16	-1	8
N (OPC) Orion Pictures	21 7/8	19	2 7/8	15.13	27	394
N (PCI) Paramount Commun.	43 1/8	43 5/8	- 1/2	-01.14	13	5,133
N (PLA) Playboy Ent.	13 3/8	13 7/8	- 1/2	-03.60	-148	125
O (QNTQE) Qintex Ent.	1 1/4	1 1/4		00.00		26
O (QVCN) QVC Network	15 5/8	15 7/8	- 1/4	-01.57	33	157
O (RVCC) Reeves Commun.	6 3/4	6 3/4		00.00	-6	85
O (RPICA) Republic Pic. 'A'	7 3/8	7	3/8	05.35	61	31
O (RPICB) Republic Pic. 'B'	6 3/4	6 1/4	1/2	08.00	75	26
O (SP) Spelling Entertainment	11	11 1/4	- 1/4	-02.22	29	364
O (JUKE) Video Jukebox Net.	7 3/4	7 7/8	- 1/8	-01.58	-24	72
O (WONE) Westwood One	6	6 1/2	- 1/2	-07.69	-4	87

SERVICE

	Closing Wed Feb 21	Closing Tue Feb 13	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
O (AGRP) Andrews Group	3 5/8	3 5/8		00.00	-2	33
O (BSIM) Burnup & Sims	17 1/8	17 1/2	- 3/8	-02.14	23	215
N (CQ) Comsat	35 1/2	36 3/8	- 7/8	-02.40	9	591
N (DNB) Dun & Bradstreet	44 5/8	44 1/4	3/8	00.84	14	8,343
N (FCB) Foote Cone & B.	28 1/4	27 7/8	3/8	01.34	19	241
O (GREY) Grey Advertising	155	159	- 4	-02.51	14	177
O (IDBX) IDB Communications	10	9 3/4	1/4	02.56	500	40
N (IPG) Interpublic Group	30 1/4	30 1/2	- 1/4	-00.81	15	1,044
O (OMCM) Omnicom Group	22 7/8	23 5/8	- 3/4	-03.17	12	600

	Closing Wed Feb 21	Closing Tue Feb 13	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
N (SAA) Saatchi & Saatchi	10 3/8	11 1/2	- 1 1/8	-09.78	-3	[illegible]
O (TLMT) Telemation	2 3/4	2 3/4		00.00	6	10
A (UNV) Unitel Video	9 7/8	10	- 1/8	-01.25	15	20

CABLE

	Closing Wed Feb 21	Closing Tue Feb 13	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
A (ATN) Acton Corp.	13	13 3/8	- 3/8	-02.80	3	[illegible]
O (ATCMA) Amer. TV & Comm.	36	36 1/4	- 1/4	-00.68	44	[illegible]
O (CTEX) C-Tec Corp.	19 1/2	20 1/8	- 5/8	-03.10	38	[illegible]
A (CVC) Cablevision Sys. 'A'	30	30 1/2	- 1/2	-01.63	-4	[illegible]
A (CTY) Century Comm.	9 3/4	10 3/8	- 5/8	-06.02	-18	[illegible]
O (CMCSA) Comcast	14 1/2	15 1/8	- 5/8	-04.13	-11	[illegible]
A (FAL) Falcon Cable Systems	17 1/2	17 5/8	- 1/8	-00.70	-90	111
O (JOIN) Jones Intercable	11 1/8	12 3/8	- 1 1/4	-10.10	-5	[illegible]
T (RCI.A) Rogers Commun. 'A'	98	107	- 9	- 8.40	-91	[illegible]
T (RCI.B) Rogers Commun. 'B'	75	80 1/2	- 5 1/2	-06.80	-35	1,104
O (TCAT) TCA Cable TV	13 1/2	14	- 1/2	-03.57	29	[illegible]
O (TCOMA) Tele-Commun.	14 3/4	15 3/4	- 1	-06.34	-30	[illegible]
N (TWX) Time Warner	98 3/8	101 1/2	- 3 1/8	-03.07	216	[illegible]
O (UAECA) United Art. Ent. A	16	15 7/8	1/8	00.78	-8	[illegible]
O (UAECB) United Art. Ent. B	16	15 3/4	1/4	01.58	-8	[illegible]
N (VIA) Viacom	51 3/8	51 3/4	- 3/8	-00.72	23	2,741
N (WU) Western Union	3/4	1 1/8	- 3/8	-33.33		[illegible]

EQUIPMENT & MANUFACTURING

	Closing Wed Feb 21	Closing Tue Feb 13	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
N (MMM) 3M	77 3/8	81	- 3 5/8	-04.47	14	17,332
N (ARV) Arvin Industries	15	14 5/8	3/8	02.56	39	[illegible]
O (CCBL) C-Cor Electronics	10 1/2	10 1/2		00.00	8	43
N (CHY) Chyron	2	2 1/8	- 1/8	-05.88	-14	22
A (COH) Cohu	9 1/2	9 3/8	1/8	01.33	6	18
N (EK) Eastman Kodak	38	38 5/8	- 5/8	-01.61	13	12,327
N (GRL) Gen. Instrument	33 1/8	39 1/8	- 6	-15.33	10	[illegible]
N (GE) General Electric	60 1/2	62 1/8	- 1 5/8	-02.61	14	[illegible]
N (HRS) Harris Corp.	30 1/4	31 1/4	- 1	-03.25	44	1,174
N (MAI) M/A Com. Inc.	4 1/2	4 7/8	- 3/8	-07.69	450	107
N (IV) Mark IV Indus.	11 5/8	12	- 3/8	-03.12	2	170
O (MATT) Matthews Studio	1 11/16	1 11/16		00.00	84	10
O (MCDY) Microdyne	3 3/4	3 3/4		00.00	41	15
O (MCOM) Midwest Commun.	3 7/8	4	- 1/8	-03.12	11	11
N (MOT) Motorola	57 7/8	58 1/2	- 5/8	-01.06	15	[illegible]
N (OAK) Oak Industries	1 1/4	1 1/4		00.00	-41	[illegible]
A (PPI) Pico Products	1 1/4	1 3/8	- 1/8	-09.09		4
N (SFA) Sci-Atlanta	21 1/8	23 5/8	- 2 1/2	-10.58	12	[illegible]
N (SNE) Sony Corp.	54 1/4	56 1/8	- 1 7/8	-03.34	24	[illegible]
N (TEK) Tektronix	[illegible]	[illegible]	- 7/8	-06.30	170	[illegible]
N (VAR) Varian Assoc.	21 1/4	21 7/8	- 5/8	-02.85	13	[illegible]
O (WGNR) Wegener	2 1/8	2 1/2	- 3/8	-15.00	10	15
N (WX) Westinghouse	68 3/8	71 3/4	- 3 3/8	-04.70	11	[illegible]
N (ZE) Zenith	8 3/8	8 7/8	- 1/2	-05.63	-8	[illegible]
Standard & Poor's 400	378.14	382.31		-4.07		-1.10

September

Sept. 12-15—Radio '90 convention, sponsored by *National Association of Broadcasters*. Hynes Center, Boston. Information: (202) 429-5300.

■ **Sept. 13**—Celebrate the Winners—Creative Blockbusting, sponsored by *Cable Television Administration and Marketing Society, New York City chapter*. HBO auditorium, New York.

Sept. 13-14—*C-SPAN* Capitol Experience seminar, to provide cable operators with insight into the network's programing philosophy, reasons to carry C-SPAN and ways to promote it among their general audience. C-SPAN headquarters, Washington. Information: (202) 737-3220.

■ **Sept. 16**—*Women in Cable, Washington chapter*, annual fall gala honoring Sidney Topol, chairman of Scientific-Atlanta. Grand Hyatt hotel, Washington. Information: (202) 872-9200.

Sept. 21-23—*Maine Association of Broadcasters* annual meeting. Sebasco, Me.

Sept. 21-25—89th *Audio Engineering Society* convention. Los Angeles. Information: (212) 661-8528.

Sept. 24-27—*Radio-Television News Directors Association* international conference and exhibition. Convention Center, San Jose, Calif. Information: (202) 659-6510.

Sept. 27-28—Fourth annual *National Cable Television Association/National Association of Minorities in Cable* urban markets seminar. Waldorf-Astoria, New York. Information: (202) 775-3669.

October

Oct. 2-4—*Atlantic Cable Show*. Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

Oct. 9—*Caucus for Producers, Writers and Directors* general membership meeting. Los Angeles. Information: (213) 652-0222.

Oct. 9-11—*Mid-America Cable TV Association* 33rd annual meeting and show. Hilton Plaza Inn, Kansas City, Mo. Information: Rob Marshall, (913) 841-9241.

Oct. 11-15—*MIPCOM*, international film and program market for TV, video, cable and satellite. Palais des Festivals, Cannes, France. Information: (212) 750-8899.

Oct. 13-15—*Texas Association of Broadcasters* annual convention. San Antonio Convention Center, San Antonio. Information: (512) 322-9944.

Oct. 13-17—*Society of Motion Picture and Television Engineers* 132nd technical conference and equipment exhibit. Jacob Javits Convention Center, New York. Information: (914) 761-1100.

Oct. 18-19—*C-SPAN* Capitol Experience seminar, to provide cable operators with insight into the network's programing philosophy, reasons to carry C-SPAN and ways to promote it among their general audience. C-SPAN headquarters, Washington. Information: (202) 737-3220.

Oct. 18-20—*National Religious Broadcasters, Eastern chapter*, meeting. Sandy Cove Conference Center, Northeast, Md. Information: Sue Bahner, (716) 461-9212.

Oct. 20-23—*North Carolina Association of Broadcasters* annual convention. Adams Mark hotel, Charlotte, N.C. Information: (919) 821-7300.

Oct. 21-24—*Association of National Advertisers* annual convention. Ritz-Carlton Naples, Fla. Information: (212) 697-5950.

Oct. 26-27—*New Hampshire Association of Broadcasters* annual convention. Margate hotel, Laconia, N.H.

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Broadcasting ■ Cable Yearbook

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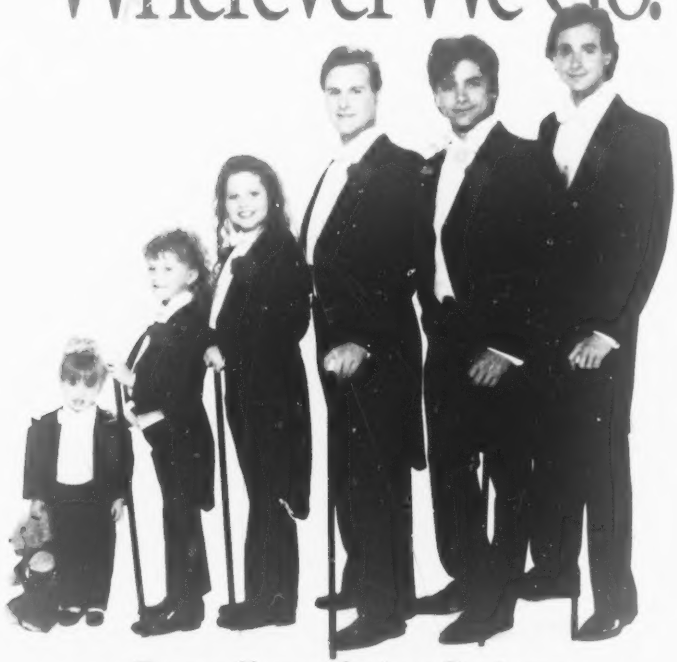
The Fifth Estate
RADIO TELEVISION CABLE SATELLITE

Broadcasting Mar 5



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Vol. 118 No. 10

Broadcasting Mar 5

Markey says cable reregulation is needed...

House Telecommunications Subcommittee Chairman Ed Markey promises to move cable bill this year. **PAGE 27.** Cable's competitors ask FCC at Orlando, Fla., field hearing for government help in gaining access to cable programing. **PAGE 29.** Cable industry comments at FCC say no new cable regulations are necessary. Broadcasters, telcos and MPAA disagree. **PAGE 30.**

Cable representatives listen intently as subcommittee members record their views on reregulating industry. Pictured (l-r, front): NCTA's Dan Craig, TBS's Gerry Hogan and NCTA's Pamela Turner; (in background): NCTA's Jim Mooney and Cynthia Brumfield

Prime time viewing off for big three...

Total prime time viewing of regular programs on ABC, CBS, NBC in February sweeps falls 8% compared to last year. NBC wins sweeps. **PAGE 31.**

Baseball 1990: first inning for CBS, ESPN...

New tack for baseball in Fifth Estate features more games on cable (175 on ESPN and four more teams on regional cable), fewer on network TV, and marginal losses for some local broadcasters in 1990. All told, Major League Baseball rights figure should surpass $600 million for TV and radio. **PAGE 35.**

32/ *KWP TOPS SYNDICATED RATINGS*

King World Productions' *Wheel of Fortune, Jeopardy!* and *Oprah* capture first, second and fourth place in national first-run barter syndication rankings, but ratings slip from November and year ago.

33/ *ESPN LANDS NFL DEAL*

ESPN signs four-year, 52-game deal, extending its NFL franchise until 1993.

50/ *ON ROAD TO NAB: HIGH-DEFINITION TV*

NAB rents second downtown convention center to house abundance of HDTV equipment on display in Atlanta.

54/ *CENTRAL POLLING FOR NETWORKS*

ABC, CBS, NBC and CNN form cooperative to perform exit polling operations for all of them during elections.

56/ *N.Y. RADIO AD ANALYSIS*

Joint venture between New York Market Radio Broadcasters Association and Radio Expenditures Report provides analysis of radio advertising expenditures in New York market.

58/ *TELEVISION IN EASTERN EUROPE*

USIA publishes guide to help U.S. programers and broadcasters interested in Eastern European market.

46/ *10 FALL SHOWS FOR LORIMAR*

Five comedies, drama with James Earl Jones and *Midnight Caller* spinoff are among 10 shows Lorimar has in development for networks and Fox.

THE
DANGER
TEAM

Among new shows in development: 'The Danger Team' for ABC

61/ *TV STATIONS REJECT ADS FOR 900 SERVICES*

TV stations are becoming much more restrictive about what kind of 900 number ads they will air and at what time.

87/ *GETTING NATPE NOTICED*

To many industry insiders, public relations firm March 5's Bob Bernstein is best known for helping turn NATPE from idea into programing force.

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BY THE NUMBERS 1

NBC again won the prime time race for the week ended Feb. 25. In fact, it has won 22 of this season's 23 weeks. NBC won with a 15.1/24, followed by ABC's 13.7/22 and CBS's 13.4/21.

NBC was also the easy winner in the February sweeps, beating ABC by two full rating points and CBS by two-and-a-half rating points (see "Top of the Week").

Season to date, NBC is ahead with a 14.9/25, followed by ABC (13/22) and CBS (12.3/20). In the evening news race, ABC was first again, with an 11.3/21, followed by NBC's 10.1/19 and CBS's 9.9/18.

ABC's *America's Funniest Home Videos* (host Bob Saget, pictured) had another big week. It did something no other ABC Entertainment show has done in 12 years—it beat CBS's *60 Minutes* in the Sunday 7-8 p.m. time period. Only one other entertainment program has done that: NBC's *Our House*, in 1987.

"By the Numbers" continues on page 12.

RATINGS ROUNDUP

Week 23 □ Feb. 19–Feb. 25

Rank/rating			Network	Show
1		23.6/37	N	*Cosby Show*
1	▲	23.6/36	N	*Cheers*
3	▲	21.5/31	A	*Roseanne*
4		21.0/32	N	*A Different World*
5	▲	20.7/35	N	*Golden Girls*
6	▲	20.4/35	N	*Empty Nest*
7	▲	19.8/29	A	*Wonder Years*
8		19.4/31	A	*Funniest Home Videos*
9		18.9/31	C	*Grammy Awards*
10	▲	18.6/31	N	*L.A. Law*
11	▲	18.3/29	N	*Grand*
12	▲	17.8/27	A	*Who's the Boss?*
13		17.6/27	A	*Kennedy/Massachusetts*
14	▲	17.4/26	N	*Matlock*
14		17.4/25	C	*Murder, She Wrote*
14	▼	17.4/27	N	*Unsolved Mysteries*
17		17.2/25	N	*In Heat of Night*
18	▼	16.7/27	C	*60 Minutes*
19		16.4/25	A	*Kennedy/Massachusetts*
20		16.2/30	N	*Hunter*
21		16.1/27	N	*Super Bloopers & Jokes*
22	▲	15.8/23	N	*Sunday Movie: Family for Joe*
23	▲	15.7/23	A	*Coach*
24	▲	15.5/22	F	*Married...with Children*
25	▼	15.4/27	A	*Full House*
26	▼	15.2/22	F	*Simpsons*
27		14.8/23	C	*Wizard of Oz*
28	▼	14.7/25	N	*Amen*
28	▲	14.7/22	A	*MacGyver*
30	▼	14.6/25	C	*Knots Landing*
31		14.3/21	C	*Designing Women*
31	▲	14.3/25	A	*Family Matters*
31	▲	14.3/21	C	*Murphy Brown*
34		13.9/20	N	*Hogan Family*
34		13.9/23	N	*Midnight Caller*
34	▼	13.9/25	A	*20/20*
37		13.8/21	N	*Monday Movie: Nasty Boys*
38	▼	13.7/21	C	*Sunday Movie: Sparks*
39	▼	13.3/20	N	*Night Court*
40	▼	13.2/20	N	*ALF*
41	▼	13.1/20	A	*Growing Pains*
41	▼	13.1/22	A	*Just the 10 of Us*
43	▼	13.0/22	A	*Perfect Strangers*
44		12.8/20	A	*Sunday Movie: Challenger*
44		12.8/23	N	*Main Event*
46	▲	12.7/19	F	*America's Most Wanted*
46		12.7/19	C	*Major Dad*
48	▲	12.7/23	N	*227*
48	▲	12.5/21	A	*Thirtysomething*
50	▼	12.3/21	C	*Dallas*
51		12.2/19	C	*Newhart*
52	■	11.9/20	N	*Nasty Boys*
53	▼	11.4/17	A	*Head of the Class*
54	▲	11.2/17	C	*48 Hours*
55	▼	11.1/17	N	*Dear John*
56		10.8/19	N	*Baywatch*
57	▼	10.7/16	C	*City*
58	▼	10.6/17	A	*Father Dowling Mysteries*
59	▲	10.5/16	C	*Island Son*
60	▲	10.3/18	A	*Mystery Movie: B.L. Stryker*
61	▲	10.2/19	C	*Falcon Crest*
62		9.8/17	C	*Doctor, Doctor*
63	▼	9.6/15	N	*Quantum Leap*
64	▲	9.5/14	F	*Open House*
64	▼	9.5/15	A	*Young Riders*
66	▲	9.3/17	C	*Connie Chung*
67	▼	9.1/16	C	*Paradise*
68		8.7/15	A	*Primetime Live*
69	▼	8.5/15	C	*Bradys*
70	▲	8.3/12	F	*Alien Nation*
71	▲	8.1/14	F	*Totally Hidden Video*
72	▼	7.8/14	F	*Cops*
73	▲	7.7/13	A	*Mission: Impossible*
73	▼	7.7/13	C	*Tour of Duty*
75		7.5/12	N	*World of Disney*
76	▲	6.7/10	F	*21 Jump Street*
77	▲	5.9/10	F	*Tracey Ullman*
78	▲	5.2/8	F	*Booker*
79	▲	5.0/9	F	*Reporters*
80	▲	4.0/7	F	*Garry Shandling Show*

Guide to symbols

▼ —Down in rank from last week ▲ —Up in rank from last week ■ —Premiere broadcast —No ranking change

Source: Nielsen Media Research

FREEZE FRAMES: Syndication Scorecard *

Week ended Feb. 18

Rank	Program (Syndicator)	Rtg	Stns	Covg
1	Wheel of Fortune, syn. (King World)	15.2	232	99
2	Jeopardy! (King World)	14.1	221	99
3	Star Trek: Next Generation (Paramount)	11.3	232	97
4	Oprah Winfrey (King World)	10.0	216	99
5	Cosby Show (Viacom)	9.7	204	98
5	Universal Pictures Debut Net (Universal)	9.7	138	95
5	Wheel of Fortune, wknd. (King World)	9.7	203	92
8	Current Affair (20th Century Fox TV)	9.5	191	96
9	Entertainment Tonight (Paramount)	8.9	176	96
10	Port XIII—Hamburger Hill (Paramount)	7.7	164	91
11	Star Search (TPE)	7.0	161	96
12	Donahue (Multimedia)	6.6	228	99
13	Geraldo (Paramount)	6.3	199	98
14	Family Feud 2 (LBS)	5.7	139	88
15	Inside Edition (King World)	5.5	107	81
15	Mama's Family, syn. (Lorimar)	5.5	173	90
15	People's Court (Warner Bros. domestic TV)	5.5	174	89
	The following shows were rated, but not ranked			
	Wrestling Network	7.7	176	92
	World Wrestling Federation (WWF)	12.2	252	98

* **Nielsen weekly pocketpiece**

Source: Nielsen and Broadcasting's own research.

BY THE NUMBERS 2

Summary of Broadcasting & Cable

BROADCASTING			
SERVICE	ON AIR	CPs	TOTAL *
Commercial AM	4,975	251	5,226
Commercial FM	4,269	816	5,085
Educational FM	1,422	271	1,693
Total Radio	10,666	1,338	12,004
Commercial VHF TV	548	19	567
Commercial UHF TV	545	188	733
Educational VHF TV	123	5	128
Educational UHF TV	225	23	248
Total TV	1,441	235	1,676
VHF LPTV	300	205	505
UHF LPTV	457	1,508	1,965
Total LPTV	757	1,713	2,470
FM translators	1,809	322	2,131
VHF translators	2,717	129	2,846
UHF translators	2,195	405	2,600

CABLE†	
Total subscribers	52,300,000
Homes passed	73,900,000
Total systems	9,500
Household penetration†	57.1%
Pay cable penetration	29.4%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

"By the Numbers" continues from page 10.

On Sunday, Feb. 25, *Videos* (actually a repeat of the one-hour premiere) won the time period with a 19.4/31. *60 Minutes* was second with a 16.7/27.

60 Minutes has dropped more than 30% in the ratings since its Jan. 7 telecast, and the slippage has had some questioning what, if any, effect the suspension of commentator Andy Rooney has had. On Jan. 7, several weeks before the announced suspension, *60 Minutes* scored a 22.2/36.

The Cosby Show was the top-ranked show for the week, with a 23.6/37. The last two parts of ABC's *The Kennedys of Massachusetts* turned in solid ratings. Part II of the Orion-produced mini-series took first place Monday, Feb. 19, with an average 17.6/27 from 9 to 11. Part III was second the following Wednesday with an average 16.4/25, behind CBS's *Grammy Awards* telecast.

MarketScope

Market for media stocks was mixed during week ending last Wednesday (Feb. 28), although MSO stocks as group finished lower despite rebounding some early last week. Those noticeably down were Adelphia, off 15% from week ago, and ATC, off 9%. Disappointing earnings reports may have caused declines of Osborn Communications and Burnup & Sims, both of which fell 10%. Entertainment "deal" stocks were mixed, with MGM—which announced new Entertainment Business Group to negotiate company's rights agreements, joint ventures and other "transactions"—jumping 19%, while Orion Pictures was off 7%. Spelling Entertainment (SP), which still had no word on possible sale or other event, slid 9%, perhaps because of *Forbes* article doubting company's worth. Short position in SP's largest shareholder, Great American Communication Corp. (GACC), doubled to 10 times average daily trading volume. Some investors expect restructuring in advance of October "reset" (of interest rate) on GACC debt securities. TVX Broadcast Group has gained over past two weeks. Large Fox affiliate was recommended by analyst at Furman Selz. Fox parent News Corp., reached new low, closing Wednesday at 14⅛.

Stock Index Notes: T-Toronto, A-American, N-NYSE, O-NASDAQ. Bid prices and common A stock used unless otherwise noted. P/E ratios are based on earnings per share for the previous 12 months as published by Standard & Poor's or as obtained by Broadcasting's own research.

STOCK INDEX 1

BROADCASTING

		Closing Wed Feb 28	Closing Wed Feb 21	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
N	(CCB) Capital Cities/ABC	[illegible]	485 1/2	14 1/2	02.32	20	8,197
N	(CBS) CBS	182 5/8	180 3/4	1 7/8	01.03	16	4,316
A	(CCU) Clear Channel	12 1/8	12 1/8	3/8	03.09	-104	43
O	(JCOR) Jacor Commun.	5 7/8	5 5/8	1/4	04.44	-2	58
O	(LINB) LIN	111 7/8	112	- 1/8	- 00.11	80	5,765
O	(OBCCC) Olympic Broadcast	3/16	1/4	- 1/16	- 25.00		
O	(OSBN) Osborn Commun.	8 3/4	9 1/4	- 1/2	- 05.40	-41	61
O	(OCOMA) Outlet Commun.	20 1/4	19 1/4	1	05.19	12	132
A	(PR) Price Commun.	5 3/8	5 3/4	- 3/8	- 06.52	-4	47
O	(SAGB) Sage Broadcasting	2 1/4	2 3/4	- 1/2	- 18.18	-2	8
O	(SCRP) Scripps Howard	60	65 1/2	- 5 1/2	- 08.39	30	619
O	(SUNNC) SunGroup Inc.	2	2		00.00	-2	4
O	(TLMD) Telemundo	5 1/2	5 1/4	1/4	04.76	-2	125
O	(TVXGC) TVX Broadcast	4 5/8	4 1/8	1/2	12.12		33
O	(UTVI) United Television	34 1/2	33	[illegible]	[illegible]	5	[illegible]

BROADCASTING WITH OTHER MAJOR INTERESTS

		Closing Wed Feb 28	Closing Wed Feb 21	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
N	(BLC) A.H. Belo	34 7/8	34 1/4	5/8	[illegible]	[illegible]	[illegible]
N	(AFL) American Family	15	15 3/4	- 3/4	[illegible]	[illegible]	[illegible]
O	(ACCMA) Assoc. Commun.	32 3/4	31	1 3/4	[illegible]	[illegible]	[illegible]
N	(CCN) Chris-Craft	31 7/8	31 3/4	1/8	[illegible]	[illegible]	[illegible]
O	(DUCO) Durham Corp.	33	30	3	[illegible]	[illegible]	[illegible]
N	(GCI) Gannett Co.	40 3/8	38 3/8	2	[illegible]	[illegible]	[illegible]
O	(GACC) Great American Comm.	7 5/8	7 7/8	- 1/4	[illegible]	[illegible]	[illegible]
A	(HTG) Heritage Media	3 5/8	3 3/4	- 1/8	[illegible]	[illegible]	[illegible]
N	(JP) Jefferson-Pilot	44 1/8	42 3/4	[illegible]	[illegible]	[illegible]	[illegible]
N	(LEE) Lee Enterprises	26 3/8	26 1/2	- 1/8	[illegible]	[illegible]	[illegible]
N	(LC) Liberty	45 5/8	45	5/8	[illegible]	[illegible]	[illegible]
N	(MHP) McGraw-Hill	55	53 7/8	2 1/8	[illegible]	[illegible]	[illegible]
A	(MEGA) Media General	30	30 1/8	7/8	[illegible]	[illegible]	[illegible]
N	(MDP) Meredith Corp.	30 3/4	30 1/2	1/4	[illegible]	18	[illegible]
O	(MMEDC) Multimedia	[illegible]	77 [illegible]	[illegible]	[illegible]	[illegible]	[illegible]

STOCK INDEX 2

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PROGRAMING

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SERVICE

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CABLE

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EQUIPMENT & MANUFACTURING

[illegible]

tion luncheon. Speaker: FCC Commissioner Andrew Barrett. Washington Marriott, Washington.

■ **April 12**—Regional cable sports panel, sponsored by *International Radio and Television Society sports division*. Mark Goodson Theater, New York. Information: (212) 867-6650.

April 13-14—12th annual Black College Radio Convention, sponsored by the *National Association of Black College Broadcasters*. Luncheon speaker: FCC Commissioner Andrew Barrett. Paschal's hotel, Atlanta. Information: Lo Jelks, (404) 523-6136.

April 13-14—*National Association of Hispanic Journalists* job fair, during NAHJ eighth annual conference and expo. San Francisco. Information: (202) 783-6228.

April 15—Deadline for entries in awards contest for diplomatic correspondence, consumer journalism, newsletter journalism, Washington correspondence and regional reporting, sponsored by *National Press Foundation*. Information: (202) 662-7523.

April 16-19—Supercomm '90, jointly sponsored by *U.S. Telephone Association* and *Telecommunications Industry Association*, and International Conference on Communications, sponsored by *Communications Society of the Institute of Electrical and Electronics Engineers*. Georgia World Congress Center, Atlanta. Information: (202) 835-3100.

April 17—"Scoop or Snoop? The Press and Private Lives," one in American Forum series sponsored by *American University School of Communications*. Kay Spiritual Life Center, AU campus, Washington. Information: (202) 885-2058.

April 17—*New Jersey Broadcasters Association* annual engineering conference. Rutgers University Continuing Education Center, New Brunswick, N.J. Information: (201) 247-3337.

April 18—*New Jersey Broadcasters Association* semi-annual sales seminar. Rutgers University Continuing Education Center, New Brunswick, N.J. Information: (201) 247-3337.

April 18—Digital audio production demonstration by New England Digital, sponsored by *Society of Broadcast Engineers, chapter 15*. New York Times building, New York. Information: David Bialik, (212) 752-3322.

April 18-20—*Broadcast Financial Management Association* 30th annual conference. Hyatt Regency, San Francisco. Information: (708) 296-0200.

April 18-20—*Virginia Cable Television Association* 24th annual convention. Cavalier hotel, Virginia Beach. Information: (804) 780-1776.

April 18-21—*National Broadcasting Society-Alpha Epsilon Rho* national convention. Sheraton World Resort, Orlando. Information: John Lopiccolo, (803) 777-3324.

April 18-22—*Religious Communication Congress*, "once-a-decade international interfaith event" featuring seminars and workshops and exhibits from broadcasting, production, music, publishing, fund raising, computer and satellite. Opryland hotel, Nashville. Information: (317) 236-1585.

April 19—*Ohio State Awards* presentation ceremony and luncheon. National Press Club, Washington. Information: Phyllis Madry, (614) 292-0185.

April 19-20—*C-SPAN* Capitol Experience seminar, "to provide cable operators with insight into the network's programing philosophy, reasons to carry C-SPAN and ways to promote it among their general audience." C-SPAN headquarters, Washington. Information: (202) 737-3220.

April 19-20—"Cable Television Law: Revisiting the Cable Act," seminar co-sponsored by *Practising Law Institute* and *California Continuing Education of the Bar*. Hotel Meridien, San Francisco. Information: (212) 765-5700.

April 20-21—*Texas AP Broadcasters* annual convention. Worthington hotel, Fort Worth. Information: Diana Jensen, (214) 991-2100.

April 20-25—*MIP-TV*, international program market. Palais des Festivals, Cannes, France. Information: (212) 750-8899.

Errata

Price for new BTS LDK 391 camcorder was listed incorrectly in Feb. 26 "Road to NAB" story. Its list price **is $38,000.**

■ **April 22-25**—First national pay-per-view convention, sponsored by *Cable Television Administration and Marketing Society*. Theme: "Creating the Reality." Hilton, Walt Disney World Village, Orlando, Fla. Information: (703) 549-4200.

April 24—*Society of Cable Television Engineers, Chattahoochee chapter*, meeting, featuring BCT/E testing. Perimeter North Inn, Atlanta. Information: Dick Amell, (404) 394-8837.

April 24-25—*Ohio Association of Broadcasters* spring convention. Dayton Stouffers, Dayton, Ohio. Information: (614) 228-4052.

April 25—*International Radio and Television Society* newsmaker luncheon. Panelists: Paul Tagliabue, commissioner, National Football League; Francis Vincent Jr., commissioner, Major League Baseball; David Stern, commissioner, National Basketball Association. Waldorf-Astoria, New York. Information: (212) 867-6650.

April 26—"Program Promotion: How Are We Doing at Promoting Ourselves?" sponsored by *Cable Television Administration and Marketing Society, New York City chapter*. Warner auditorium, Rockefeller Center, New York.

April 27-28—*Nebraska AP Broadcasters Association* convention, including annual awards dinner. Interstate Holiday Inn, Grand Island, Neb. Information: (402) 341-4963.

April 27-29—*Federal Communications Bar Association* annual seminar. Kingsmill Resort, Williamsburg, Va. Information: Jean Kiddoo, (202) 944-4834.

May

■ **May 1**—Deadline for entries in fifth annual "Service to Children Television Awards," sponsored by *National Association of Broadcasters*. Information: (202) 429-5350.

May 8—*Federal Communications Bar Association* luncheon. Speaker: Gene Kimmelman, legislative director of the Consumer Federation of America. Washington Marriott, Washington.

May 8—*Society of Cable Television Engineers, Chattahoochee chapter*, annual chapter meeting. Perimeter North Inn, Atlanta. Information: Dick Amell, (404) 394-8837.

■ **May 11**—Deadline for comments to *National Telecommunications and Information Administration* on the globalization of mass media. U.S. Chamber of Commerce, NTIA, Washington. Information: (202) 377-1551.

May 13-15—*New Jersey Broadcasters Association* 44th annual convention. Bally's Grand hotel and casino, Atlantic City, N.J. Information: (201) 247-3337.

May 15—*International Radio and Television Society* annual meeting and Broadcaster of the Year Award luncheon. ABC's Hugh Downs to receive award. Waldorf-Astoria, New York. Information: (212) 867-6650.

May 17-20—*American Women in Radio and Television* 39th annual convention. Theme: "Media Power in the '90s." Capital Hilton, Washington.

May 19—Presentation of 42nd annual Los Angeles Area Emmy Awards, sponsored by *Academy of Television Arts and Sciences*. Pasadena Civic Auditorium, Pasadena, Calif. Information: (818) 763-2975.

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BASEBALL
1990

Baseball's 'course correction'

Network exclusivity, more national and local cable, greater media revenues

Motivated by consistently weak ratings for ABC's *Monday Night Baseball*, and by the presence of some 400 unauthorized national telecasts of games via cable television superstations, Major League Baseball has made what its broadcasting director Bryan Burns described a year ago as "a major course correction" for the league's TV exposure. "The public spoke," in the form of low ratings, on the subject of *Monday Night Baseball*, said Burns; it had not worked financially.

And the teams spoke also, said Burns, telling the league to reduce its national network schedules so each club could sell more games to local TV outlets, which now include more regional cable sports services than ever before—all but four clubs will be seen on local cable this year.

Consequently, the league's new contracts—concurrent 1990-93 deals with CBS at $1.1 billion and ESPN at $400 million—by design, gave a total of 24 network games back to the teams for their local over-the-air or regional cable schedules and, at the same time, added 175 league-authorized games to the national basic cable schedule.

Not everyone is happy with those shifts. A group of local over-the-air rightsholders and the Association of Independent Television Stations last fall demanded, to no result, that the league rewrite its

ESPN contract, protesting that ESPN's Wednesday night exclusivity essentially took games away from deals already made on the local level (BROADCASTING, Sept. 18, 1989).

It appears, however, that the local broadcasters have not moved to fill the 11 Saturday afternoons or other windows vacated by the broadcast networks. According to data gathered by BROADCASTING, local over-the-air telecasts of all 26 teams will drop by 14 games, from 1,653 in 1989 to 1,639 in 1990 (see chart).

The drop can be attributed mainly to reduced schedules at several of the superstations. The White Sox local exposure dropped from 67 to 45 games in its move from WFLD-TV Chicago to superstation WGN-TV there, which also reduced its Cubs schedule by seven games to 145. Braves rightsholder WTBS(TV) Atlanta cut its schedule from 120 to 109 games.

Non-superstation rightsholders also varied. WDIV(TV) Detroit cut its Tigers schedule from 52 to 38 games. But KPLR-TV St. Louis added 16 games (up to 76) to its local broadcast-exclusive Cardinal's schedule, and with two over-the-air outlets, the Oakland A's will appear at least six more times on Bay Area TV than they did in 1989.

Although most stations hold long-term contracts and said they will air the same number of games as last year, they also

Starting lineup. A new cast of announcers will call the Major League Baseball game of the week, on CBS for the first time since 1964: (l-r) play-by-play/analyst team Brent Musburger and Tim McCarver, pre-game anchor, Greg Gumbel, and the other analyst/play-by-play pair, Jim Kaat and Jack Buck.

Local rightsholders' playing field

AMERICAN LEAGUE EAST

Team	*TV originator number of games**	*Radio originator*	*Regional Cable number of games*
Baltimore Orioles	WMAR 45	WBAL	Home Team Sports 85
Boston Red Sox	WSBK 75	WRKO	New England Sports Network 82
Cleveland Indians	WUAB 60	WWWE	SportsChannel 45
Detroit Tigers	WDIV 38	WJR	Pro Am Sports System 70
Milwaukee Brewers	WCGV 60	WTMJ	none
New York Yankees	WPIX 75	WABC	MSG Network 75
Toronto Blue Jays	CTV 50	CJCL	The Sports Network 60

AMERICAN LEAGUE WEST

California Angels	KTLA 52	KMPC	SportsChannel 35
Chicago White Sox	WGN 45	WMAQ	SportsChannel 114
Kansas City Royals	WDAF 50	WIBW	none
Minnesota Twins	WCCO 33 KITN 27	WCCO	Midwest Sports Channel 64
Oakland A's	KPIX 32 KICU 30	KSFO	SportsChannel 50
Seattle Mariners	KSTW 60	KIRO	none
Texas Rangers	KTVT 73	WBAP	Home Sports Entertainment 55

NATIONAL LEAGUE EAST

Team	*TV originator number of games**	*Radio originator*	*Regional Cable number of games*
Chicago Cubs	WGN 145	WGN	none
Montreal Expos	CTV 30 Radio Canada 36 CFCF 10	CJAD	The Sports Network 25
New York Mets	WWOR 75	WFAN	SportsChannel 75
Philadelphia Phillies	WTXF 85	WCAU	Prism 40 SportsChannel 25
Pittsburgh Pirates	KDKA 48	KDKA	KBL Entertainment Network 57
St. Louis Cardinals	KPLR 76	KMOX	none

NATIONAL LEAGUE WEST

Atlanta Braves	WTBS 109	WSB	Prime Southeast undetermined
Cincinnati Reds	WLWT 47	WLW	SportsChannel 25
Houston Astros	KTXH 72	KTRH	Home Sports Entertainment 50
Los Angeles Dodgers	KTTV 46	KABC	SportsChannel 35
San Diego Padres	KISU 51	KFMB	Cox Cable 50
San Francisco Giants	KTVU 50	KNBR	SportsChannel 55
1990 total games:	**1,639**		**1,137**
1989 total games:	**1,653**		**1,061**

**Does not include exhibition game telecasts. Radio flagships all carry entire 162-game schedule.*

reported increased difficulty putting together 1990 schedules, as they worked around Wednesday nights. In the words of Robert DeBiassio, Cleveland Indians broadcast director, "to appease" the broadcast stations, many teams even added more home games to the over-the-air schedules—a tactic still considered by most teams a threat to attendance.

And, while local broadcast schedules essentially held their ground, the launches of new cable channels in Cincinnati, Philadelphia, Oakland and San Francisco mean that regional cable schedules are gaining fast, rising from 820 in 1985 to 1,031 in 1988 and 1,061 in 1989, and with the creation of four new regional cable contracts since last year, local cable schedules will increase by 76 games, to 1,137, in 1990.

Rights revenue: win-win (national-local) for MLB

The "course correction" will bring immediate financial results to the league. Barring a prolonged lockout or players strike in 1990, MLB will surpass $600 million in national and local radio and television rights fees.

Assuming that, in 1990, CBS pays the $250 million, ESPN the $100 million and CBS the $12.5 million average annual fees over the courses of their new four-year contracts, national rights will tally $362.5 million. Local rights will likely hit the $250 million mark. The rise in total league revenue of approximately $134 million to $612.5 million, or 28% of last season's $478 million total, is higher than last year's 18% increase, and higher than the average 15.4% average annual increases between 1984 and 1989, but modest in contrast to tripled and doubled TV income recently achieved by professional basketball and college football.

For rights to [illegible] regular season and all post-season baseball games, CBS, which in December 1988 signed a four-year, $1.06 billion deal with the league, will pay an average $250 million each season, although such long-term contracts have traditionally included graduated payments each season, often with a balloon payment in the final season. In 1989 (the balloon year of their contracts), NBC and ABC combined to pay $240 million.

ESPN's concurrent 1990-93 contract will bring the league approximately $100 million each season. ESPN gained rights to 175 games and Wednesday prime time exclusivity over all but regional cable schedules. Both CBS and ESPN have projected they will break even or make money over the course of their contracts.

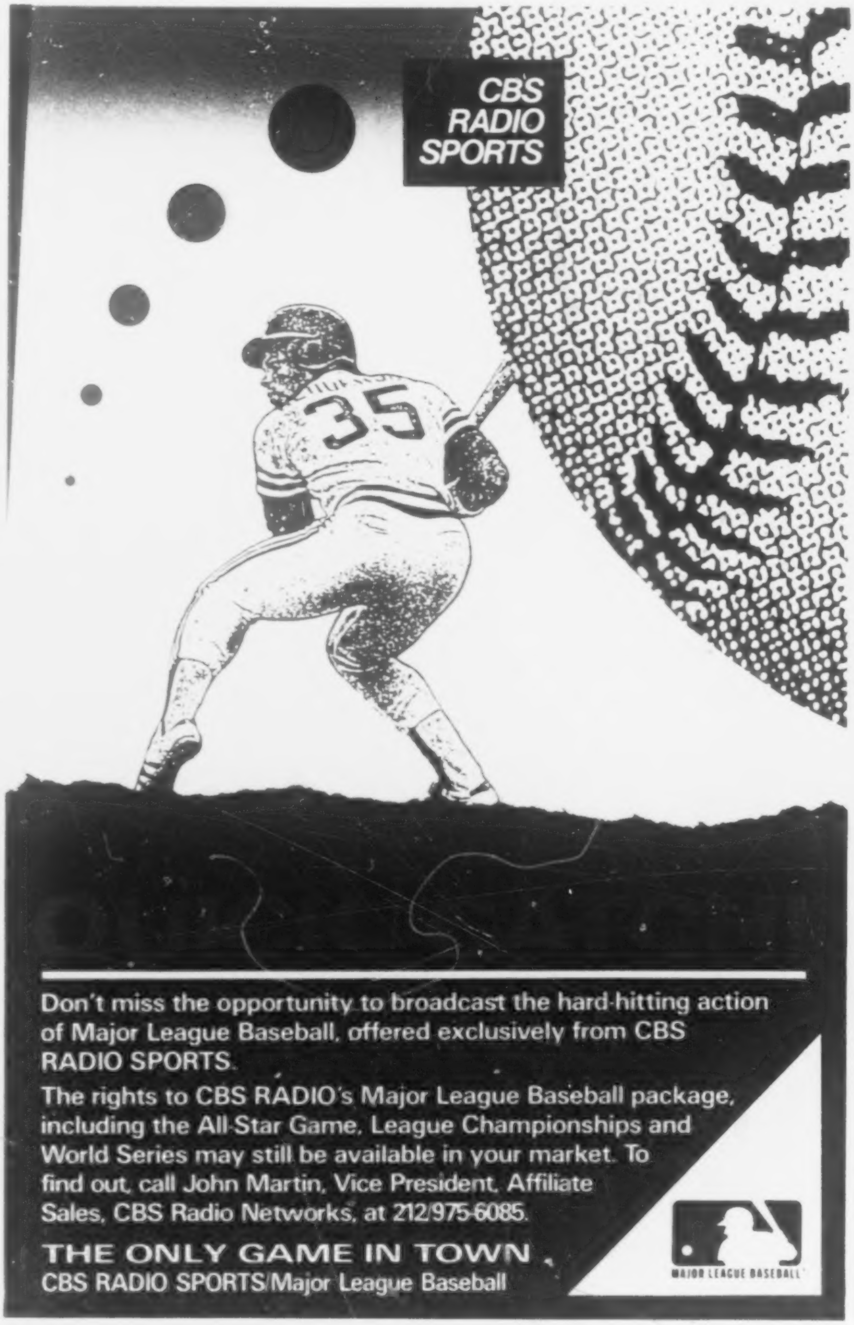
MLB has often noted that, via superstations carrying the Mets, Cubs, Braves, Angels and Red Sox, cable was already carrying about 400 games. And even with new agreements with the superstation teams that bring some remuneration to the league, MLB has not, until the ESPN deal, controlled national cable rights or exposure.

On the local front, the 26 teams should, together, take in about $250 million from radio and over-the-air and cable TV combined. Although the majority of existing local contracts did not change between 1989 and 1990, the introduction of new cable sports contracts in San Francisco, Oakland, Cleveland and Cincinnati (assuming a $1.5 million average annual rights fee—on the low side, according to a variety of sources) would raise the national local rights total from $232 million in 1989 (according to the league) to at least $238 million.

Add to that new or renegotiated over-the-air TV deals in St. Louis, Arlington, Tex., and Chicago (White Sox) and new radio deals in Atlanta, Boston, Seattle and Toronto (assuming average increases of $1 million) and the figure rises another $7 million to $245 million. Renegotiated cable deals by the Angels, Rangers, Expos, Phillies, Pirates, Padres and Blue Jays almost certainly push the figure to $250 million—an $18 million, or 7%, increase over 1989.

Although by last week, opening day remained threatened by the league's labor dispute, Jay Rosenstein, CBS vice president of sports programing, confirmed that the network does not pay the bulk of its rights fee until the post season. Any games not played in 1990, he said, could be picked up in the following season schedule.

Some of the broadcast TV and radio outlets, however, do not look forward to the possibility of a delay. Joe Skladany, WCCO(AM) Minneapolis sports coordinator, who was in Tampa last week observing damage to businesses in Florida that depend on the surge of business from the annual six



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The rights to CBS RADIO's Major League Baseball package, including the All-Star Game, League Championships and World Series may still be available in your market. To find out, call John Martin, Vice President, Affiliate Sales, CBS Radio Networks, at 212/975-6085.

THE ONLY GAME IN TOWN

CBS RADIO SPORTS/Major League Baseball

ESPN Sunday Night Baseball commentators Jon Miller (play-by-play, left) and Joe Morgan (analyst).

weeks of spring training, noted that soon WCCO and its affiliate stations will be feeling the same pinch. "Everybody gets killed on April 1. We'll lose a lot. I haven't figured out how much per game, but we'll lose a lot of money," he said.

CBS and ESPN: also win-win

When it made its new baseball deal, CBS was attacked by NBC for allegedly overbidding, and public outcry last year over the prospect of 28 fewer regular season games on national TV led the league and CBS to change the national broadcast schedule from 12 to 16 games.

However, although CBS has gained many fewer regular season games for essentially the same amount NBC and ABC paid in 1989, CBS has also gained, for the next four years, exclusive coverage of the entire schedule of up to 21 post-season games (two playoff series and the World Series had been rotated annually between ABC and NBC).

By dropping much of a marginally profitable regular season and winning the entire post season—which in the past has constituted only one-third of the schedule but two-thirds of the revenue—CBS hopes to avoid a year such as 1989, when both NBC and ABC failed to make a direct profit from their schedules. On CBS, the post season's share has been raised from one-third to more than one-half of the schedule, depending on how long the best-of-seven playoff series run.

CBS's willingness to pay well for post-season exclusivity was a key to their winning bid. "Our strategy, our focus on the prime time values of the post season," said Rosenstein, noting that the World Series has proved itself tough to counterprogram in the fall, "coincided with Major League Baseball's desire to give more back to the local schedules." NBC and ABC, he said, have demonstrated that they also value exclusivity in the record rights they will pay, respectively, to the National Basketball Association and College Football Association (BROADCASTING, Nov. 13, 1989, and Jan. 22).

One reason CBS proposed fewer regular season games was its already crowded spring and summer schedules. CBS enters its first of four years covering baseball in the middle of what it is calling a "Dream Season" of sports programing, an unprecedented year and one not likely to be matched again, including Super Bowl XXIV, the NBA, the National Collegiate Athletic Association basketball tournament, U.S. Open Tennis, and college and professional football next fall.

ESPN's baseball package, said Steven Bornstein, ESPN executive vice president of programing and production, "is a huge acquisition for us," reminiscent of its first National Football League "Wonder Bread years and a feeling that we have arrived."

In 1990, the 175-game ESPN schedule will assure every club two appearances and will comprise six prime time telecasts each week (spread across four nights) from April 2 through Sept. 3. Featured are a Sunday night schedule of 24 games originating from a different ball park each week, more single games on Wednesday nights and doubleheaders on Tuesday and Friday nights. Also planned are holiday specials including a tripleheader on Memorial Day (Monday, May 28), a doubleheader on the Fourth of July and up to three games on Labor Day (Monday, Sept. 3).

Even ESPN's 211-game college basketball schedule "pales in comparison, concerning logistics and manpower," said Bornstein, noting ESPN's plans to regularly feature cuts to other games in progress. And calling itself "the daily electronic voice of Major League Baseball," ESPN has created a daily MLB news show, *Baseball Tonight*.

"We're looking pretty good" in ad sales, said Bornstein. "Demand has been strong, but we have a huge inventory to sell, and it's a little early to project results." **-PDL**

CBS Radio: Saturdays, Sundays and holidays too

CBS Radio remains Major League Baseball's sole network rightsholder this season, thanks to a 1990-93 contract valued at $50 million over four years, or $12.5 million per season—a nearly two-fold increase in rights over its previous agreement (BROADCASTING, March 13, 1989). With the increased rights fee comes a substantial expansion of the *Game of the Week* schedule that CBS Radio Sports established in 1985.

In addition to the 26 Saturdays when CBS will offer two games to cover local blackout limitations for its affiliates, it will launch a new series of 20 Sunday night games and will present four holiday specials: Opening Day, Memorial Day, Independence Day and Labor Day.

The expanded schedule has also required the network to expand its stable of announcers. Although John Rooney and Jerry Coleman are confirmed to announce the Sunday night games, CBS had not by press time filled its rotating roster for Saturdays.

As it has since 1976, the network will present exclusive coverage of the All-Star Game, League Championship Series and World Series, but this year, in the event of down-to-the-wire finishes, it will also have the option of covering pennant race and division tie-breaking games. Longtime CBS sports anchor and announcer Brent Musburger will, when he is not calling games for CBS-TV, host a weekly baseball talk show on CBS Radio.

Local baseball landscape: crowded and competitive

Following the creation of Major League Baseball's new four-year contracts with CBS and ESPN, local rightsholders have had to make a few adjustments to a changed—and changing—landscape. Although a thinner broadcast network schedule theoretically opened 24 additional windows for the local rightsholders, a four-nights-a-week ESPN schedule—including Wednesday night exclusivity—coupled in some markets with the introduction of regional cable channels, has made the field more crowded and scheduling more difficult. Overall, local broadcasters will hold their ground in the number of games they air, and regional cable services will telecast marginally more games (see story, page 35).

And as the league grows more sophisticated in making its network deals, so do the teams, a handful of which have taken radio—and in one case television—ad sales in-house and out of their flagship stations' hands.

The introduction of ESPN exclusivity on Wednesday nights has, by most accounts, not forced local broadcasters to cut their schedules, but it has made scheduling more difficult.

In Cleveland, for example, Indians broadcasting director Robert DiBiassio said that "the ESPN deal cutting down schedule options has led directly to more home games...the most ever" with the addition of about 10, bringing the WUAB(TV) schedule to 41 road and 19 home games. The station, he said, turned down West Coast away games that would start at 10:30 p.m. ET and cut into its late news. That left SportsChannel Ohio with an unusually high number of away games: 25 out of a schedule of 45. "I don't think it's a major problem," DiBiassio said of the threat of 19 over-the-air games to Indians attendance. "If your product is good, people will come." And, he added, "You have to appease your over-the-air guys."

Jim Evers, station manager of KICU-TV San Jose, Calif., said that putting together its 30-game Athletics schedule "was a lot harder this year, with two over-the-air outlets [KICU and KPIX(TV)] and cable," in the form of brand new SportsChannel Bay Area, "vying for pieces of the [scheduling] ized their specialty is baseball. I'm not aware of any trend." Echoing that sentiment, WPIX(TV) Vice President Martin Appel said, "There was a time when the Yankees held the rights, but the team saw that stations were in the business of selling ads. It's a big job. I think that logic still holds."

According to David Rubenstein, Oakland A's broadcasting director, the decision to retain rights is "a function of the philosophy of the owner...whether they want to hire people to do it, or take guaranteed money" in the form of a rights payment. The A's do not foresee taking TV ad sales in-house, he said, noting that "TV is overnight ratings" and, therefore, not apt to benefit in a way directly analogous to monthly Arbitron radio books.

When the Royals made the current deal with WIBW, said Fromme, "they decided they'd rather have a bird in the hand—'We'll just take our rights fee and be happy.'"

Nevertheless, more AM radio stations may find themselves entering air-time sale or barter agreements if they wish to hold onto their teams, and some may have to pay not for ad time within games but rather for points in Arbitron. How far the practice spreads among teams may depend on whom they hire. Fromme conceded that, if his station were to find a new rights deal for the Royals in 1991 too expensive, "then I might go to the Royals with a proposal to do exactly what San Diego did." **–PDL**

Major League Baseball team by team

Baltimore Orioles

The Orioles and WMAR-TV Baltimore, entering the final year of a three-year rights agreement, have begun negotiations on a new deal. And despite rumors that the market's other two network affiliates are interested in the rights, Howard Zeiden, WMAR-TV vice president, sales and marketing, said he is sanguine that his station will conclude a new deal for last season's second-place AL finishers for 1991 and beyond within two or three months. Executives of the other two stations—WBAL-TV and WJZ-TV—declined to comment on the reports.

Upfront selling for the 45 TV broadcasts has been "terrific," said Zeiden. The uncertainty caused by the lockout has yet to discourage advertisers, he said. Joining veteran Bird advertisers such as McDonald's and Jiffy Lube, he said, are newcomers including area Ford, Chevrolet and Oldsmobile dealers, Faust Homes and Pizza Hut.

Under a long-term rights contract, Group W's Home Team Sports, which now serves some 1.5 million cable homes, is scheduled to televise 85 regular season games (66 home, 19 away) and five preseason games starting March 12. Sales have been "fabulous," said Jeff Wagner, HTS general sales manager. Miller Brewing, which stepped in as a "dominant" network advertiser last fall, will take a major position in the Orioles telecasts. Other major advertisers: Hardees, Texaco, Subaru, Washington Post, All-Star Automotive Group, Kodak, Giant Food and Safeway.

The Orioles' on-field success "made it easier" to sell radio time this year, said Jeff Beauchamp, vice president-station manager, WBAL(AM) Baltimore, rightsholder and flagship of a 40-station network. "Interest has been high." Anheuser-Busch abandoned Orioles radio last year, leaving WBAL without a beer advertiser. But that has been corrected, Beauchamp said, with Miller Brewing on board for 1990. Other new advertisers include Sears and U.S. Air. Returning are Amoco and area Jeep/Eagle and Honda dealers, Resorts International, Esskay meats and Loyola Federal. In the last year of a three-year rights deal, Beauchamp said WBAL will likely begin negotiations with the Orioles on a new deal within the next month or so. Although the franchise has made no indication of wanting to retain the rights and produce the games itself, he said, it has talked about some sort of "hybrid" arrangements.

Boston Red Sox

WSBK-TV Boston, entering the fifth year of a five-year contract, has just renewed its agreement with the Red Sox for an additional five years. The station will carry 75 regular season and five preseason games. Last year's broadcasts generated household ratings of 10/11, according to Stuart Tauber, the station's assistant general manager. About half the ad inventory for the upcoming season is sold out, he said, including deals with Delta, Dodge, and New England Ford dealers. A network of New England stations will recieve 32-55 of the games.

New England Sports Network, a cable company partly owned by the Red Sox, will air 82 regular season games this season, and 15 spring training games. John Claiborne, vice president and general manager for the network, said the system's subscriber base is up to 310,000 this year, and he expects inventory to be sold out by the start of the season. Sponsors lined up so far include Budweiser, New England Chevrolet, New England Nissan, Polaroid, Texaco, Store 24 and Century 21. Included among the promotional tie-ins with advertisers will be a Budweiser-sponsored major league scoreboard read twice per game.

Radio coverage for the Red Sox this year will be handled by WRKO(AM) Boston in the first year of a four-year contract. The station will originate all 162 regular season games and 20 preseason games to a network of 65 stations in 60 markets, covering all of New England. A station spokesperson said sales are going well, with Anheuser-Busch among those onboard.

Cleveland Indians

This is the second year of WUAB-TV's Lorain, Ohio, three-year contract for Cleveland Indians games. The station will air 60 games (19 home and 41 away) and has sold better than 50% of its advertising inventory. Major sponsors include Anheuser-Busch, Allstate, Quaker State, Northeast Ohio Ford Dealers and the Ohio Lottery, reported general sales manager Joe Occhionero. Program director Ron St. Charles said WUAB-TV averaged a 9 rating/16 share for last year's baseball coverage, down from the previous year, which he attributes to the performance of the team.

WWWE(AM) Cleveland is the flagship for a 30-station network and will broadcast 162 Indian regular season games, along with 16 spring training games. The station also plans a 25-minute pre-game show, *Countdown to Baseball*, and a 15-minute post-game show, *Final Edition*. According to Tom Campbell, the station has sold about 85% of its network inventory and 70% of local avails. Anheuser-Busch is a leading advertiser. Campbell said the figures are off because of the lockout.

SportsChannel Ohio is carrying 45 Indian games this year and next, according to Mike Dolan, marketing and public relations manager. He said SportsChannel is available to 600,000 subscribers and had planned to carry preseason games, but, because of the lockout, "it doesn't look good." Last year, SportsChannel signed an end-of-the-season deal with the Indians to carry 11 games.

Detroit Tigers

WDIV(TV) Detroit will present seven home games, 38 away and five preseason games this season, as the station enters the second year of a three-year contract. Ad inventory is about 70% sold out, said

Hal Wheck, general sales manager. Advertisers include Anheuser-Busch, Ford Dealers, Taco Bell, Kroger Supermarkets, Blue Cross, General Electric, Unocal, ABC Warehouse, Southwest Airlines, Michigan Bell and Michigan State Lottery. Bernie Smilovitz will host 40 half-hour pregame shows.

Ann Arbor-based Pro Am Sports Systems will provide 15 away, 55 home and one preseason game via cable. Mostly due to the strike, only about one-third of the ad inventory has been sold so far, according to Bill Wischman, general manager, including deals with Chevy, Stroh's, U.S. Sprint, GMAC, General Electric, Cellular One, Builder's Square and Budget Rent-a-Car. The service will provide a full lineup of Tigers-oriented programing, including a feature on former Tiger players called *Tigers at Heart* (the date for the lineup has not yet been announced). The subscriber base is 625,000, said Wischman.

Tigers radio coverage this season will be handled by WJR(AM) Detroit, now in the fourth year of a five-year contract. The station will carry 182 games, including 20 preseason matches. The station is the flagship for a network of 47 stations in Michigan, and one in Florida. The station did not disclose advertising information.

Milwaukee Brewers

WCGV-TV Milwaukee is in the second year of a three-year contract to broadcast Milwaukee Brewers games. The station, which retains all broadcast TV rights, has lined up four affiliates for a regional network. WCGV-TV will air eight pre- and 60 regular season games, all away, according to General Manager Bob Furlong. No pre- or post-game shows are planned. Major advertisers include Miller, Hardees and Chrysler Plymouth and inventory is about 70% sold. A baseball strike "would affect us financially," said Furlong, and would have an impact on ratings. "We make money from our sports." Should a strike take place, the Fox affiliate would schedule regular programing in its stead.

The Brewers retain radio rights and have a network of approximately 63 stations in 49 markets, according to William Haig, vice president, broadcast operations, Milwaukee Brewers Radio. WTMJ(AM) Milwaukee is the flagship for the broadcasts of 162 regular season and 18 pre-season games.

New York Yankees

WPIX(TV) New York Vice President Martin Appel does not believe that 1990, the 40th season of Yankees baseball on WPIX, will prove to be the last. Officially, the station lost the rights a year ago, when Madison Square Garden Network won New York region TV exclusivity from the team, 1991 through 2000. Nevertheless, Appel said that negotiations to buy some of MSG's future schedules are "going slowly. Sure, we're hopeful. The whole nation is watching," he said of the only market in which cable will have the first, and potentially only, pick of 150 games—at a cost of at least $36.6 million per season, according to MSG parent Paramount Pictures Corp. financial statements.

In the meantime, WPIX, flagship for an eight-station network in New York, Pennsylvania, Connecticut and Florida, will continue its barter arrangement with the team, through which a revenue sharing plan kicks in after "certain guarantees" to the station are met. Like last year, WPIX will air three exhibition and 75 regular season games, with Anheuser-Busch onboard as a principal advertiser. The 40th season is also announcer Phil Rizzuto's 50th with the Yankees (he was a player for 16 years) and 34th calling their games. He and the late Yankee player and coach Billy Martin will each be the subject of half-hour specials on WPIX this season.

MSG—which spokesman Paul Schneider said has negotiated long-term agreements with all its affiliates—plans to reach a total 3.5 million subscribers (about 90% basic cable) with 75 regular season and three exhibition game telecasts this year. MSG will precede each with the half-hour *Yankees Scorecard*, an ACE Award nominee in its first year, 1989, and follow each with a 15-minute post-game show. Former NBC announcer Tony Kubek has joined MSG. Miller beer is on board for a "raftload of promotions throughout the season," said Schneider; other advertisers include Jeep Eagle, Coca-Cola, GE, The Wiz (electronics stores), New York Lotto, Met Life, Mastercard and Hertz.

Entering the fourth season of its current 10-year contract, WABC(AM) New York has sold product exclusivity to Budweiser, Nissan, Marine Midland bank and The Wiz for a 15 exhibition game and complete regular season schedule. Last year, said Fred Weinhaus, station president and general manager, WABC(AM) created a department dedicated to Yankees ad sales and raised its revenue "by about a million dollars. Barring prolonged problems with the [league-labor] negotiations, we expect to improve again by close to a million." The station is aiming to sell exclusivity to a domestic auto company as well. The advertisers, he said, "seem to think there's a value in it."

Toronto Blue Jays

The Sports Network (TSN), which has held the cable rights for the Blue Jays for the last two years, is currently working on a new contract. The network, according to programing executive Rick Brace, would likely run 60 regular season games and four preseason games. TSN recently made the move from pay to basic cable, giving it a total of 5.2 million subscribers. RDS, a subsidiary of TSN, handles the French broadcasts and has about 1.6 million subscribers. Major sponsors include Labatts, Esso and Coca-Cola.

TV Labatt, a division of Labatt Brewing Co., 45% owner of the Blue Jays, holds the TV rights for the team and is in the last year of a six-year contract with CTV Television Network. CTV will air 50 regular season games.

Telemedia Broadcasting Systems (TBS) enters the first year of a three-year radio rights contract with the team. The flagship station is CJCL(AM) Toronto and feeds a network of more than 50 affiliates. National advertisers include Labatts, General Motors, Zenith and Miracle Food Mart.

California Angels

Cable television rights to the California Angels are held by SportsChannel Los Angeles, which, as the former Z Channel, was purchased by Rainbow Enterprises just over a year ago in a joint investment with NBC. SportsChannel will carry 35 Angels home games, the exact number it plans to carry for the crosstown rival Dodgers this season. The club sold the rights to SportsChannel in a deal that expires in 1994, according to Tom Seeberg, vice president, public relations and broadcasting, California Angels. SportsChannel handles all advertising sales.

Television broadcast rights are held by independent station KTLA-TV Los Angeles, which is in the third year of a five-year deal with the Angels. KTLA-TV will air 52 road games and five home games this season, and plans call for a half-hour pre-game show before each game. There is no regional on-air network of stations.

KMPC(AM) Los Angeles holds the broadcasting rights to the entire 162-game schedule, which is coincidentally owned by Angels club owner Gene Autrey (under subsidiary Golden West Broadcasting Co.). Seeberg says that more than 90% of the stations' advertising inventory has been sold, and includes Texaco and Anheuser-Busch as major sponsors. KMPC(AM) serves as the flagship station to the California Angels Radio Network, listing 22 stations in Southern and Central California, in addition to stations in Arizona, Hawaii and Nevada, and carriage by XPRS(AM) Tijuana, Mexico.

Chicago White Sox

WGN-TV Chicago is the new television rightsholder of the White Sox, taking over for WFLD(TV) Chicago in a new multi-year contract. WGN-TV, which also carries Chicago Cubs games, will carry 45 regular season and three preseason White Sox games. Jake Fendley, the station's director of sports sales, said ad sales are coming along "remarkably well, considering where they are coming from." Based on WGN-TV's lead-in programing from 6 p.m. to 7 p.m., *Night Court* and *Cheers*, the station is projecting a 7 rating. Major sponsors signed include Miller, Dodge, Hyundai, Coca-Cola and McDonald's. Although many of the advertisers are different from those WGN-TV has signed for the Cubs in the same category (Coke with the White Sox, Pepsi with the Cubs, for instance), Fendley said some advertisers will be in both schedules. The White Sox games will be carried at night and on weekends, while the Cubs games will be aired primarily in the afternoon.

WMAQ(AM) will carry all regular season and 15 preseason games this year, and will likely do a 10-minute pre-game and 15-minute post-game show. Rick Starr, vice president and general manager, said the station has signed Sherwin Williams, Illinois Bell, Illinois Lottery, Miller Beer and Chevrolet, but added that many advertisers are sitting on the fence, waiting for resolution of the labor dispute. The longer it goes on, he fears, the greater likelihood that some may put their baseball dollars elsewhere. The White Sox will be heard in a 30-station lineup in four states—Illinois, Indiana, Iowa and Florida. WTAQ(AM) will carry 40 games in Spanish.

SportsChannel Chicago will be increasing the number of games it will carry this year from 94 to at least 114 regular season games and one exhibition game. Like WGN-TV, SportsChannel benefited from the renegotiation of the WFLD-TV contract, in which both WGN-TV and SportsChannel picked up more games. The service will again carry *Sox '90 Weekly*, with manager Jeff Torborg, Mondays at 6:30 p.m. Sponsors signed include Chrysler, Toyota and Anheuser-Busch. SportsChannel serves 1.6 million subscribers.

Kansas City Royals

WIBW(AM) Topeka, Kan., has invested about $1 million in satellite equipment to stretch its Royals Radio Network to 135 stations in 12 states. The result is that in addition to about 25,000 listeners in Kansas City, the 27th ranked market, the full season schedule reaches another quarter million listeners. But according to network general manager Robert Fromme, the station is having "more trouble [selling ads] this year than we've ever had," since WIBW became the rightsholder in 1975. That trouble appears to spread throughout the Midwest, he said, and has not been explained by either the league's labor dispute nor lack of interest in the team, whose ticket sales are "far ahead of last year." In any case, the station has sold about 85% of its inventory—"you like to be at 95%," he said—offering product exclusive deals to Anheuser-Busch, Ford, Amoco, Guy's potato chips and Crown Center hotels.

WDAF-TV Kansas City will carry two preseason and 50 regular season Royals games in its third of five years as the team's television flagship. The 18-station network, which covers Kansas, Missouri, Nebraska, Iowa, Oklahoma, Arkansas and Colorado, will carry no regular pre- or post-game shows, but, as it did last year, WDAF-TV will produce a dozen or so half-hour specials on the team. Having earned in 1989 a ratings/share of 16/31 in Arbitron—number one in the nation—and 17/32 in Nielsen—number two—the station is right on track to sell 80% of its inventory "by the first pitch," said Cheryl McDonald, general sales manager. Miller, Honda and Ford are onboard with season-long product exclusivity, and other advertisers include Phillips 66, All-State, Quaker State, Midas, Tru Value and Pizza Hut.

Minnesota Twins

The Minnesota Twins enter the second year of a five-year deal with Midwest Communications, owner of WCCO-AM-TV Minneapolis, and distributor of radio and broadcast and cable TV service to the Twin Cities area and the five states bordering Minnesota.

Midwest again will televise 124 Twins games in some fashion. On cable, the year-old Midwest Sports Channel will carry 64 games. Of that number, 41 will be home games that will be offered to cable subscribers within the Twin Cities area on a pay-per-view basis and the other 23 will be part of the basic service carrying all the schedule outside the Twin Cities. The Twins games on cable reach about 200,000 total subscribers, according to Midwest Sports Channel's general manager, Brian Cuttor.

On the broadcast TV side, CBS affiliate WCCO-TV—set to air 33 games—will continue to share Twins coverage with independent KITN(TV) Minneapolis, which bought rights to 27 games from WCCO-TV. A four-station regional network reaching Iowa, South Dakota and North Dakota will carry the Twins on nights that the games are carried by either station. It is expected that a Duluth, Minn., station will also sign on to carry the games. The games will also be available over Midwest-owned stations in Alexandria and Walker, both Minnesota.

During last year's May sweeps, according to Nielsen, Twins games on WCCO-TV had an average 18 rating/32 share. "WCCO telecasts of the Twins had the highest prime time ratings of any baseball broadcasts in the top 25 markets," said Bob McGann, station manager. He did not have an exact figure, but said ad sales have gone well. Anheuser-Busch, Hardware Hank, Carquest, Farmers Insurance, Sherwin Williams, John Deere, Marquette Bank, Amoco, Dodge, the Department of Housing and Urban Development, and Northgate Computer Systems are the major sponsors.

Only about 40% of the time has been sold on the cable service, which Cuttor says is still in a startup phase. Among those that have signed so far are Anheuser-Busch, Honeywell and Carrier Air Conditioning. If there is a delay in the start of the season due to the current impasse between the players and management, it will probably not have a grave impact on the Midwest Sports Channel. "It may have a favorable impact. We're just a startup. I'm in a situation where my expenses are more than my revenues. So when I don't have to do Twins games, I'm probably going to save money," Cuttor said.

The radio outlet, WCCO(AM), is presenting half-hour pre- and post-game shows. An 80-station network has been established over the five-state area. The station began selling time for the 1990 season last July and as a result has sold 91% of its inventory. Anheuser-Busch and Amoco are among the largest sponsors.

Oakland Athletics

A total of 112 World Champion Oakland A's games will be available on TV in the Bay Area this year, thanks to an unusual situation wherein two broadcast stations and a new regional pay cable sports service hold rights to three separate regular season schedules.

Next month SportsChannel Bay Area will launch a new service in the area on the strength of both the A's and San Francisco Giants, opposites in last year's World Series. The contract—at least five years in length—calls for 50 Oakland games this year, 55 in the next two years and "some years at 60," said Tom Chestnut. Both the A's and Giants schedules will include 10 away games. Despite speculation that SportsChannel could deliver the games through widely distributed competitor Pacific Sports Network, Chestnut said, "At this time we are proceeding as the stand-alone service that we are and do not foresee a change from" plans to create a pay service within the Bay Area ADI and a basic service for distribution in adjacent regions. Subscriber projections will be released around the April launch. In SportsChannel's six other markets, its parent Rainbow Programing's marketing arm handles ad sales, but in Oakland will subcontract a local rep, offering inventory in both schedules.

"It's very comfortable to be able to sell back-to-back pennants," said Alan Clack, account executive for KPIX(TV) San Francisco, which has carried the team since 1983. Sales of the CBS affiliate's 32-game A's schedule—which earned an average 8.4-20 average rating-share in 1989—can be complemented by spots within 17 regular season network games, including four A's games, as well as three San Francisco Giants games, the All-Star game and post-season games on CBS. (The station's "Championship Season" also includes combinations of local and national NFL Champion San Francisco 49ers and NBA Golden State Warriors schedules.) "We promote the station," said Clack, "as having everything in sports."

This summer KICU-TV San Jose, Calif., begins a new three-year contract with the A's that calls for a minimum of 30 games each season, up from 24 last year. Station manager James Evers said that 50-60% of the season ad inventory had been sold, with Bay Area Chrysler among returning sponsors.

The Oakland A's retain radio rights to 14 exhibition and all 162 regular season games to be aired via flagship station KSFO(AM) San Francisco and a 22-station network in California, Nevada, Arizona and Oregon. The flagship sells ad time in pre- and post-game shows, as well as an evening scoreboard show.

Seattle Mariners

KSTW(TV) Seattle is in the second year of a three-year deal for rights, which the station retains, to broadcast 65 Seattle Mariners games (five preseason, 60 regular), with an option to broadcast several home games under special circumstances (a tight pennant race at season's end, for example, or a player with a hitting streak) if both sides agree.

With the closest other baseball team—Oakland, Calif.—some 600-plus miles away, KSTW feels it effectively has the franchise on baseball in the Northwest. The station is carried on most cable systems in the state. In addition, games will be fed via satellite to four other markets this season: Vancouver, Wash.; Anchorage; Honolulu; Nampa, Idaho. There are also talks with stations in four other markets. The station will produce pre-and post-game shows from the ballpark.

According to KSTW's Scott Baur, who handles advertising for the games, sales are ahead of this time last year, with advertisers on board including Anheuser-Busch, True Value, Stuart Andersen and Cuprinol Stain. According to the station, advertisers in the first three preseason games—March 16, 17 and 18—have been advised that the lockout may force the station to substitute regular programing on those dates. But, according to Baur, games are continuing to be sold on the assumption that there is going to be baseball.

There is no cable coverage of home games on a regional basis. Mariners executives are currently in discussions with two cable sports services, but, according to a Mariners spokesman, the likelihood is that the team will "put our own cable channel together."

KIRO(AM) Seattle—in the first year of a three-year contract—has the rights to 162 regular and 20 preseason games. It is the originating station for a network of 30-35 stations. Advertising in the games is 80% sold to clients that include Chevron, Anheuser-Busch, Alaska Airlines, Sherwin Williams and GTE. Beginning next year, the Mariners, owned by radio executive Jeff Smulyan, will begin selling all advertising time in the broadcasts.

Texas Rangers

Last December the Texas Rangers signed new three-year pacts with both of its television outlets: Home Sports Entertainment (which also has cable rights to the Houston Astros) and KTVT(TV) Fort Worth. Under the agreement, HSE will offer between 50 and 60 games over its network, which includes about 250 systems in Texas, Louisiana, Arkansas, Oklahoma and New Mexico. All of the HSE presentations will be home games.

KTVT has signed to do 65 road games for each of the three years of the contract. In addition, it will offer eight home games in 1990 and 1991 and 10 home games in 1992. This is the first time in five years that KTVT will have an opportunity to telecast Rangers home games. The details are not yet final, but the station expects that a regional network of between 15 and 18 affiliates will be in place when the season begins. Major advertisers include Anheuser-Busch, Southwest Airlines and Goodie's Headache Power.

HSE has been doing especially well with viewship for both its National Basketball Association and Major League Baseball telecasts, said Jack Stanfield, HSE vice president, programing and executive producer for Rangers games. About 80% of the ad inventory for the Rangers season has already been sold. Regular half-hour pregame and 15-minute postgame shows are being planned for the HSE telecasts.

WBAP(AM) Fort Worth is in the second year of a three-year rights deal to provide radio coverage of the Rangers. The station was top rated in the Dallas-Fort Worth area last season, said 25-station regional network coordinator Robert Shiflet, who attributed much of that success to the Rangers. In the Arbitron book, the station maintained first place evenings during the past two baseball seasons. "A lot of that was Rangers and all the excitement around [pitcher] Nolan Ryan coming to the Rangers," he said.

All the preseason and regular games will be aired over WBAP and each broadcast will include a 35-minute pregame, 30-minute postgame and one-hour call-in show. About 80% of the ad time for the games has been sold to several large advertisers, including: Delta Airlines, Anheuser-Busch, Chevron, Chief Auto Parts, Carrier Air Conditioning, GTE, Farmers Insurance Group, Keebler, True Value Hardware and Goodie's Headache Power.

Chicago Cubs

WGN-TV, whose parent, Tribune Broadcasting, also owns the Cubs, will carry 145 games this year, reaching both the local market and over 25 million cable subscribers through its carriage by cablecaster United Video.

Jake Fendley, director of sports sales for the station, said the lockout has not deterred WGN-TV's national sponsors, which include Anheuser-Busch, Nissan, Buick, *The Chicago Tribune*, Unocal, Pepsi, United Airlines and True Value Hardware. Ad sales are 35% ahead of last year, said Fendley. WGN-TV will carry the shows featuring the best of the 1989 Cubs in the place of any canceled spring training games.

The pregame show, *Leadoff Man*, is sponsored by the Chicagoland Chevrolet Dealer Association, while the post-game *Tenth Inning* is sponsored by the area's Chrysler-Plymouth Dealer's Association.

WGN(AM) will carry all 162 regular season games and was scheduled to carry 14 preseason contests. The Cubs will be heard on a 13-state network on 71 stations.

Steve Quast, general sales manager for WGN(AM), said the lockout "has caused some [advertisers] to pause," giving them "another reason to procrastinate." He said the station sells spring training games as part of the package, so if the lockout continues, the station will be faced with altering the package to account for makegoods.

New sponsors Pharmor Drugs and First Illinois Bank join Chevrolet, Marathon Oil, Old Style Brewing and Blue Cross/Blue Shield as major radio advertisers.

Montreal Expos

Labatts Beer is entering the final year of a five-year contract this season, holding the TV rights for the Montreal Expos. Labatts also owns The Sports Network, which holds the cable rights for the Expos and is preparing to sign a multiyear deal with the team. Coverage in Canada is split between French and English broadcasts.

English radio broadcasts for the Expos are handled by CJAD(AM) Montreal, this year in the second of a three-year contract with a fourth-year option. The station has 21 affiliates and is also carried on Armed Forces Radio in Germany. French broadcasts are done by CKAC(AM) Montreal, flagship for a 42-station network. The station enters the second of a three-year contract and will air all 162 games, the All Star game, the National League Championship Series and the World Series.

The CTV Television Network, which also broadcasts the Toronto Blue Jays, will broadcast 20 games this year regionally and 10 over affiliate CFCF-TV Montreal. Another 36 games will be seen on Radio Canada, the French language TV network.

The Sports Network was near signing a new contract with the team last week. The network will carry 25 games to systems reaching 5.2 million viewers.

New York Mets

WWOR-TV Secaucus, N.J., enters the fourth year of a five-year contract with the Mets. The station is scheduled to carry nine pre-season and 75 regular season games, a mix of home and away contests, said Mike Ryan, vice president of broadcasting for the team. Ryan reported only one change in the announcing rosters for this season. Steve Zabriskie has been dropped as an announcer on WWOR-TV. He is not being replaced, and the station will stay with the announcing team of Tim McCarver (who will also work on CBS network games this season) and Ralph Kiner. WFAN(AM) New York is going into the fifth year of a six-year contract with the team, and is scheduled to carry 15 preseason and 162 regular season games.

The team and Sportschannel are still involved in litigation over a pact made several years ago giving the latter pay-cable rights to Mets games. This season, SportsChannel is scheduled to carry 75 games.

At deadline, stations were still firming up contingency plans in the event of a continued lockout by the ball clubs. But according to Ryan of the Mets, which has a cost and revenue sharing agreement with WWOR-TV and WFAN, the potential strike has not kept away the team's perennial full-season sponsors. "We are seeing a little bit of a fall off in spot sales," said Ryan. "The spot advertisers are a little reluctant to commit dollars to games they aren't sure are going to happen." The sponsorship contracts address the lockout situation.

Philadelphia Phillies

WTXF-TV Philadelphia is in the eighth year of its 10-year contract with the Phillies, according to Lonnie Burstein, program manager. The station broadcasts 90 games—five preseason, 85 regular season. WTXF-TV also airs about 35 pregame shows. According to Walter DeHaven, general sales manager, advertisers include Anheuser-Busch, Ford, Bell Atlantic, First Pennsylvania bank and Independence Blue Cross. Approximately 65% of the ad time is sold for the season and DeHaven expects to go into opening day with 85% sold.

Regional cable sports channel Prism, which has just entered into a new, four-year contract with the Phillies, will air 40 home games, according to Donald Heller, vice president and general manager.

Sportschannel Philadelphia, launched Jan. 1, will carry 25 games, most of them away, and five preseason games. Advertisers who have renewed contracts include Budweiser, Texaco, Claridge Casino, New Jersey Yellow Pages and Mister Goodbuys (home centers). Outstanding renewals, expected to sign by last week, include Blue Cross-Blue Shield, Coca-Cola, Leaf (owners of a baseball card company) and Mellon bank.

WCAU(AM)'s 11-year contract runs through 1993. The station, which has a 26-station network, will broadcast the entire season of 162 games in addition to 22 spring training games, "if they have them," said Chris Witting, vice president and general manager. Major advertisers include Anheuser-Busch, Aamco, U.S. Air and Chevrolet. Inventory is about 70% sold. In case of a strike, WCAU(AM) is exploring such programing options as expanded sportstalk in the evening, special updates, AAA baseball and baseball specials.

Pittsburgh Pirates

The Pittsburgh Pirates have been pleased with their two-year experience in producing the team's radio broadcasts and, according to Dean Jordan, vice president of broadcasting and advertising, are "looking forward to a bigger and better" third year.

Radio and television audiences will be served up the same helpings of the Pirates this year as last, assuming all the games are played. The Pirates will produce all the games for radio, airing them via Group W's KDKA(AM), in the third year of a three-year contract.

Jordan said the Pirates are "still plugging away" at selling their radio time. The big challenge is replacing Anheuser-Busch, which cut the Pirates from its media plans as part of its shift of some dollars from advertising to promotion. Major returnees are Giant Eagle, Jeep Eagle, Sears, K mart and Mellon Bank.

Despite its radio success, the team has no interest in getting into the television business, Jordan said. The Pirates have entered the final option year of a three-year rights deal with Group W's KDKA-TV Pittsburgh, and the two parties are in the process of negotiating a new one for 1991 and beyond. "We have been very happy with KD," said Jordan. KDKA-TV plans to broadcast 48 regular season games (40 away, eight home) and two preseason games.

On the cable side, the Pirates have entered the first of two option years that wrap up its five-year cable rights deal with Tele-Communications' KBL Entertainment Network. However, the terms of the agreement have been renegotiated. KBL will televise 57 regular-season contests and three preseason ones.

St. Louis Cardinals

Independent KPLR-TV St. Louis is in the third year of a three-year contract to carry Cardinals games. The station holds the broadcast rights and sells the advertising time. With the signing of a new three-year, broadcast-only contract through 1993 (BROADCASTING, Oct. 30, 1989), and the renegotiating of the final year of the first contract, the station's game total has been upped from 60 to 76 games: 14 home, 60 away and two preseason. Cencom cable had previously carried 50 games on a pay-per-view basis, but Ed Koplar, head of station owner Koplar Communications, has been an outspoken critic of cable sports "siphoning," and reportedly bid between $13 million and $20 million to "guarantee that Cardinal fans over a broad geographical area will continue to have access to free over-the-air baseball telecasts though 1993," as well as preclude any cable coverage.

KPLR-TV is the originating station for the Cardinal Baseball Network, comprising 32 stations in a nine-state area. Announcers are former Cardinals pitcher Al Hrabosky and Ken Wilson.

According to station Vice President and General Manager Robert Fulstone, the May 1989 Nielsen average for KPLR-TV's baseball broadcasts—17 rating/32 share—made it the top-rated independent for baseball, and the third-rated station overall for baseball coverage, behind the Cincinnati Reds on WLWT(TV) and the Twins on WCCO-TV Minneapolis. Advertising sales for the Mariners are "way ahead of last year," he said, with major sponsors including Anheuser-Busch, Schnucks (food retailer), True Value and Hardees.

KMOX(AM), which has two years to go on its contract, will cover 162 regular season Cardinals games for a network of about 130 stations, according to Robert Hyland, general manager of the station and senior vice president, CBS Radio. In-game ad inventory is 90%-95% sold, according to Hyland. Major advertisers include Chevrolet, Busch, McDonald's, Amoco, Sears and the Missouri Lottery. For games lost to a lockout or strike, the station will try to accommodate advertisers, many on board since the fall, in other sports or special programing that may be created to replace games.

Atlanta Braves

ESPN's 175-game schedule and Wednesday night exclusivity will limit superstation WTBS-TV Atlanta's broadcasts of the Braves. Additionally, the upcoming Goodwill Games will knock about 15 games off the cable schedule, bringing the number of games shown to 109—down from 120 last year and 135 in 1988. However, the Turner Broadcast System is affiliated with Prime Network, and latest word is that launch of a new Atlanta-based regional pay cable sports channel will occur after the beginning of the season. As many as 37 Braves games could be moved to the regional service from the superstation, which said it is still considering which programs to use to fill that part of the broadcast schedule.

Because the Braves and TBS are commonly owned, there is no rights deal per se. Sales, said John Vandegrift, director of sports programing for TBS, are ongoing because TBS, unlike most sports broadcasters, has a full national network to sell. Last year's Braves telecasts earned a 1.9 rating/4 share in 923,000 homes.

As it has for nearly a quarter decade, WSB Atlanta will be the radio broadcast flagship. Unlike in the past, however, the station now holds the rights. Previously, the Braves held onto them.

A year ago, WSB created a regional distribution network that consists of 106 stations. Jim Ashbury, general manager of WSB, said that last year's ratings were all-time highs. Ad sales, he said, are better now than they were at this point a year ago.

Cincinnati Reds

SportsChannel of Ohio will give the Reds a new cable carrier and more exposure in Ohio, Kentucky, Tennessee, Indiana and portions of West Virginia, Mississippi and North Carolina in 1990. This year 25 games will be carried with five additional games added each year of the three-year deal. Because the deal was just announced, the carrier is still working with the Reds on some final programing details and could not yet say how many subscribers would be reached. The marketing and ad campaigns are to start in the first week of March.

WLW(AM) Cincinnati will carry all 182 games to about 80 affiliates. More than 80% of the ad spots are already gone, and the station is top-rated when the Reds are on, according to David Martin, the station's manager. Marty Brennaman and Joe Nuxhall have called the games since 1974.

WLWT(TV) Cincinnati is in its 29th year of Reds broadcasts and the third year of its three-year deal. As it did last year, the station will air 47 games this year.

Houston Astros

Astros television rightsholder KTXH(TV) Houston, entering year five of a 10-year rights contract, is scheduled to air 72 regular season and eight preseason games this year. Station general manager Julio Bermudez said the station has sold 78% of its Astro inventory for the upcoming season, with returning sponsors including Anheuser-Busch and Southwest Airlines. Contingency strike plans were being formulated at deadline, but among the possibilities is a series of "best of" Astros games from seasons past, which would be packaged as two-hour programs in prime time, said Bermudez.

On the radio side, KTRH(AM) returns as the flagship station in a regional network that will again total between 40 and 45 stations in Texas and Louisiana, a team spokeswoman said. The stations are scheduled to air the full slate of Astros games.

Home Sports Entertainment enters the second year of long-term cable rights agreement and is scheduled to carry 50 Astros games this season. That is down from 80 games last season, most likely because HSE also carries 55 Rangers games. The Astros' participation in Florida's Sunshine Network ended last year, as a result of ESPN's new national cable rights deal with Major League Baseball.

Los Angeles Dodgers

Now in the third year of a five-year contract as rightsholder, and the 33rd consecutive year of broadcasting Los Angeles Dodgers baseball, KTTV(TV) boasts one of the longest continuous broadcasting relationships in Major League Baseball. As it did last year, the station will air 46 regular season games and four spring training games if the lockout is resolved in time. All of the games are on the road. Greg Nathanson, general manager, KTTV(TV), said in the event that the lockout is not resolved until after the start of the season, any games missed would be made up later in the season.

The radio rights to the games are held by KABC(AM), also in the third year of a five-year deal. The station is the flagship station for a 29-station network, and will broadcast all regular season games. KWKW(AM) is the Spanish radio rightsholder, subleasing the rights from KABC(AM). KWKW(AM) will also air all regular season games, and is the flagship station for a six-station Spanish radio network.

SportsChannel, which takes over the cable carriage of the Dodgers from the now defunct Z Channel, will present 35 home games this season. Unlike the broadcast television and radio rights, the Dodgers retain all cable rights to the games.

San Diego Padres

According to Padres Director of Broadcasting Jim Winters, the Padres have signed a new three-year deal with Cox Cable of San Diego that provides pay-per-view rights to Cox and five other regional cable systems, with a heftier unspecified share of profits to go to the ballclub. Last year, Winters says, rights for PPV broadcast were sold on a straight license basis to Cox, but a "marked increase" in PPV revenues led the team to seek a profit sharing arrangement in addition to rights fees. Cox offers the advertiser-supported 50-game PPV home schedule to viewers for either $6.95 per game or $180 for the entire season package.

On the broadcast side, KUSI-TV, a San Diego independent, will air 51 road games, with the Padres retaining all rights to the telecasts. In the second year of a three-year contract, Winters says the Padres pay a straight fee to the station for the right to sell all advertising time. Winters estimated that 60%-70% of advertising inventory has been sold. He said that station deals of this type have benefited the station, with improved ratings from sports programing as lead-in and lead-out programing. Included in the broadcasts are half-hour pre-game and post-game shows. Ten other area TV stations are part of the San Diego Padres Television Network.

The team's deal with KFMB-AM is structured similarly to its deal with KUSI-TV, with the Padres retaining the broadcast rights and handling all advertising sales on a straight licensing fee arrangement with the radio station. KFMB-AM (in the first year of a five-year deal) has, Winters said, given a cue to the Pittsburgh Pirates to seek a similar deal with its radio partner. Close to 90% of the advertising inventory has been sold, with sponsors including Anheuser-Busch, Chevron, Coca-Cola, Home Federal Savings, Chrysler Plymouth and Toyota Motor Sales.

San Francisco Giants

Now in the second year of a six-year deal with the team, KTVU(TV) holds the broadcast television rights for 50 regular season games, 47 away and three at home. The Fox affiliate is the flagship for a five-station network. Jeff Block, general sales manager, KTVU(TV), said advertising inventory stands at "about 40%" sold and he expects to start the season at 60% sold, an increase over last year. Block credits the Giants' World Series presence last year with the increase in advertising activity. The major sponsors include Toyota, Mitsubishi, Safeway and Sizzler. The Giants hold a separate sponsorship deal with Anheuser-Busch.

The radio rights for Giants baseball are held by KNBR(AM), also in the second year of a six-year deal. The station is contracted to carry all regular season games and 17 spring training games. Bob Agnew, program director at the station, said that even if the lockout were resolved immediately, there would be a two-week lag time before games could begin. "We've already lost eight games," he said. The station, which has a sports identity, will fill the time with sports talk shows and Golden State Warriors basketball games, which would have been preempted in favor of the spring training games. The station is the flagship for a 14-station network, an increase of four stations from last year. According to Brent Osborne, manager, sports and national sales, two-thirds of the advertising inventory has been sold, "at a pace well ahead of last year," he said. Osborne expects to have about 80% of the inventory sold by the start of the season.

SportsChannel is the cable carrier of the Giants and will offer 55 games this season.

C1750-1

The Fifth Estate

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Broadcasting Mar 12

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Produced by
Imagine Television and
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59th Year 1990

Senate shows hand on cable reregulation

Vol. 118 No. 11

Broadcasting Mar 12

Senate staff draft aims to bolster FCC's cable authority...

Proposal by Senate Commerce Committee aides would strip much of cable industry's market power and expand FCC's authority over medium. **PAGE 27.**

The NFL drops the other cleat...

Last of National Football League deals—with CBS and NBC—closed, bringing record average annual rights fees to league. **PAGE 28.**

Eddie Fritts on the uncertain future of broadcast TV...

In this exclusive interview with BROADCASTING, NAB President Eddie Fritts warns that unless Congress or FCC do something to level playing field with cable, over-air television may fade to black. **Page 35.**

31/ **SELLING MGM/UA**

Kirk Kerkorian agrees to sell MGM/UA studio to French media firm for $1.2 billion.

33/ **RADIO BATTLE IN ATLANTA**

Major market group owners prepare to fight broker-turned-broadcaster Tom Gammon's application at FCC to move his Anniston, Ala., station to Atlanta.

34/ **NO LOW-POWER FM'S**

FCC launches rulemaking that effectively shuts door on low-power FM radio service.

40/ **HA! LAUNCHES APRIL 1**

Viacom's 24-hour basic cable comedy network, HA!, starts April Fool's Day with mix of acquired and original shows.

42/ **NEW LOOK FOR COMEDY CHANNEL**

HBO's three-and-half-month-old basic cable service, The Comedy Channel, undergoes changes in style and content.

42/ **FOX CHANGES WEEKEND LINEUP**

Fox Broadcasting introduces two shows and moves *Booker* and *The Tracey Ullman Show* to new time periods in effort to shore up to its weekend schedule.

48/ **AD BANS DISCUSSED AT AAF FORUM**

FTC Chairman Janet Steiger promises increased advertising oversight during AAF meeting; AAF's Howard Bell, NBC's Robert Wright and Representative Billy Tauzin warn of economic impact of such action.

AAF
AMERICAN ADVERTISING FEDERATION

AAF's Howard Bell

43/ **REPUBLIC DEVELOPS 28 HOURS FOR NETWORKS**

Republic Pictures Productions announces slate of mini-series and made-for-TV movies in development for ABC, NBC and CBS.

45/ **COMMENTS ON FOX PETITION**

Fox affiliates are only ones to give programing service unqualified support for its exclusion from fin-syn rules.

48/ **CABLEVISION CLUSTERING**

Cablevision Systems says its marketing of cable service in program clusters in New York is first step toward a la carte pricing.

51/ **CHILDREN'S RADIO NETWORKS STARTED**

Two children's radio projects, each with 24-hour formats geared to children under 12, get ready for launch.

50/ **RATINGS AND ROONEY RETURN**

60 Minutes moves back into top 10 week of Andy Rooney's return.

57/ **ROAD TO NAB: GRAPHICS**

Graphics and animation equipment manufacturers are advancing digital era with new products at NAB.

79/ **NBC GLOBETROTTER**

J.B. Holston, head of NBC's international unit, travels world looking for new business opportunities for network.

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BY THE NUMBERS 1

Although network researchers say the departure of Andy Rooney (pictured) from *60 Minutes* had little if anything to do with its ratings decline in recent weeks, the show made a dramatic comeback the first week of his return, Sunday March 4. The show leaped to fourth place among all programs for the week, and delivered a 22 rating and 37 share. The week before, the last Rooney-less episode dropped to 18th place with a 16.7/27. The program's competition that week, however, was unusual, in that it faced a repeat one-hour special telecast of the popular new mid-season *America's Funniest Home Videos* on ABC. On March 4, *60 Minutes* faced its usual competition, *Life Goes On* on ABC and NBC's *Magical World of Disney*, beating them both easily.

Overall, for the week ending March 4, NBC won the prime time race as expected, but CBS managed to climb out of the cellar and into second place. It was the sixth time CBS has finished second this season, while it has yet to finish first. NBC

"By the Numbers" continues on page 14.

RATINGS ROUNDUP

Week 23 □ Feb. 26–Mar. 4

Rank/rating □			Network □	Show
1	▲	22.7/33	A	*Roseanne*
2	▼	22.4/35	N	*Cosby Show*
3	▼	22.3/35	N	*Cheers*
4	▲	22.0/37	C	*60 Minutes*
5		21.8/33	A	*Am. Funniest Home Videos*
6	▼	21.0/33	N	*A Different World*
7	▲	20.8/33	C	*Sun. Movie: The Incident*
8	▼	20.1/35	N	*Golden Girls*
9	▼	19.5/34	N	*Empty Nest*
10	▼	19.2/28	A	*Wonder Years*
11	▲	19.0/31	N	*Unsolved Mysteries*
12	▼	18.6/28	C	*Murder, She Wrote*
13	▲	18.4/27	N	*In the Heat of the Night*
14	▼	17.8/26	A	*Who's the Boss?*
15	▼	17.6/26	N	*Matlock*
16	▼	17.1/27	N	*Grand*
17	▲	16.8/25	A	*Coach*
18	▲	16.2/28	N	*Midnight Caller*
19	▲	16.1/24	C	*Murphy Brown*
20		15.9/28	C	*Miss USA Beauty Pageant*
21	▼	15.8/30	N	*Hunter*
22	▲	15.7/24	C	*Designing Women*
23		15.6/24	A	*Doogie Howser, M.D.*
24	▲	15.2/27	A	*Full House*
25	▲	15.1/23	N	*Night Court*
26		14.9/24	A	*Mon. Movie*
26	▲	14.9/22	N	*Hogan Family*
28	▲	14.8/26	C	*Knots Landing*
29		14.6/21	C	*Rescue: 911*
30	▲	14.5/23	N	*Mon. Movie*
31		14.4/25	C	*Rescue: 911 Special*
32	▲	14.0/22	A	*Head of the Class*
33	▲	13.8/22	N	*Dear John*
34	▲	13.7/22	A	*Growing Pains*
34	▲	13.7/21	C	*Major Dad*
36	▼	13.5/20	F	*Simpsons*
37	▲	13.4/21	N	*ALF (Mon.)*
38	▼	13.3/23	A	*Family Matters*
39	▲	13.0/22	A	*Sun. Movie: Star Trek IV*
39	▼	13.0/20	A	*MacGyver*
41	▼	12.8/23	N	*Amen*
41	▼	12.8/19	F	*Married...With Children*
43	▼	12.7/20	N	*Sun. Movie: Ferris Bueller*
44		12.6/20	C	*Jake and the Fatman*
44	▲	12.6/21	C	*Newhart*
46	▲	12.3/22	N	*Baywatch*
47	▼	12.2/21	A	*Perfect Strangers*
48	▲	12.1/21	A	*thirtysomething*
49	▼	11.8/21	N	*L.A. Law*
50		11.6/18	A	*Anything But Love*
50	▲	11.6/17	C	*City*
52		11.5/17	A	*Elvis*
52		11.5/20	N	*Nasty Boys*
54		11.0/20	N	*Mancuso, FBI*
55		10.9/20	N	*ALF (Sat.)*
55		10.9/19	A	*China Beach*
57	▼	10.7/16	A	*Just the Ten of Us*
58	▲	10.5/19	C	*Doctor, Doctor*
59	▲	10.2/18	A	*Primetime Live*
60	▼	10.1/16	A	*Father Dowling Mysteries*
60	▼	10.1/16	C	*48 Hours*
62		10.0/18	N	*News Special: White House*
63		9.9/17	A	*Life Goes On*
64		9.8/15	A	*Young Riders*
65	▼	9.6/17	A	*20/20*
66		9.5/15	C	*Tues. Movie*
67		9.1/16	C	*Paradise*
68	▲	8.9/14	N	*Magical World of Disney*
69	▼	8.6/16	A	*Mystery Movie: Columbo*
70		8.5/14	C	*Garfield: His Nine Lives*
71	▼	8.2/13	C	*Island Son*
72	▼	7.8/12	F	*America's Most Wanted*
72	▼	7.8/14	F	*Totally Hidden Video*
74	▼	7.7/14	C	*Bradys*
75	▼	7.5/14	F	*Cops*
75	▼	7.5/14	C	*Sat. Night With Connie Chung*
77	▼	7.4/11	F	*Open House*
78	▼	7.3/13	C	*Tour of Duty*
79	■	6.8/12	A	*H.E.L.P.*
80	▼	5.6/9	F	*21 Jump Street*
81	▼	5.3/8	F	*Alien Nation*
82	▼	4.4/7	F	*Booker*
83	▼	4.2/7	F	*Tracey Ullman Show*
84	▼	4.1/7	F	*Reporters*
85	▼	2.6/4	F	*It's Garry Shandling's Show*

Source: Nielsen Media Research

Guide to symbols

▼ —Down in rank from last week ▲ —Up in rank from last week ■ —Premiere broadcast —No ranking change

FREEZE FRAMES: Syndication Scorecard *

Week ended Feb. 18

Rank	Program (Syndicator)	Rtg	Stns	Covg
1	Wheel of Fortune, syn. (King World)	15.0	230	97
2	Jeopardy! (King World)	13.6	220	98
3	Star Trek: Next Generation (Paramount)	10.8	237	98
4	Oprah Winfrey (King World)	10.1	214	99
5	Cosby Show (Viacom)	10.0	204	98
6	Wheel of Fortune, wknd. (King World)	9.7	204	93
7	Current Affair (20th Century Fox TV)	9.6	191	96
8	Entertainment Tonight (Paramount)	9.3	175	96
9	MGM Premiere Network III (MGM)	7.9	163	91
10	Mama's Family, syn. (Lorimar)	6.5	174	91
11	Donahue (Multimedia)	6.4	228	99
11	Star Search (TPE)	6.4	152	96
13	Geraldo (Paramount)	6.2	198	98
13	Orion Galaxy Network (Orion)	6.2	129	89
15	Family Feud 2 (LBS)	6.0	139	89
15	Inside Edition (King World)	6.0	108	81
	The following shows were rated, but not ranked			
	Wrestling Network	7.5	171	92
	World Wrestling Federation (WWF)	9.5	248	97

* **Nielsen weekly pocketpiece**

Source: Nielsen and Broadcasting's own research.

BY THE NUMBERS 2

Summary of Broadcasting & Cable

BROADCASTING

SERVICE	ON AIR	CP's	TOTAL *
Commercial AM	4,975	251	5,226
Commercial FM	4,266	816	5,085
Educational FM	1,422	271	1,693
Total Radio	10,663	1,338	12,004
Commercial VHF TV	548	19	567
Commercial UHF TV	545	188	733
Educational VHF TV	123	5	128
Educational UHF TV	225	23	248
Total TV	1,441	235	1,676
VHF LPTV	300	706	806
UHF LPTV	457	1,508	1,965
Total LPTV	757	1,713	2,470
FM translators	1,809	322	2,131
VHF translators	2,717	129	2,846
UHF translators	2,135	405	2,800

CABLE†

Total subscribers	52,300,000
Homes passed	73,900,000
Total systems	9,000
Household penetration†	57.1%
Pay cable penetration	29.4%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

"By the Numbers" continues from page 10.

averaged a 14.4/24 rating, followed by CBS, which averaged a 13.1/21. ABC was third with a 12.4/20.

CBS was helped by a strong performance from the Friday night telecast of the *Miss USA Beauty Pageant*, which helped the network knock ABC out of first place that night. ABC has also been losing some ground Tuesday and Wednesday to NBC. ABC placed second to NBC's first on both those nights for the week ended March 4.

Fox highlights included a repeat *Simpsons* telecast, placing second on Sunday at 8:30 p.m. with a 13.5/20, while *Married ...with Children*, also a repeat, finished third at 9 p.m. with a 12.8/19.

MarketScope

Media stocks followed moderate movement of overall market, as measured by S&P industrials. Most interesting recent development has occured on debt side, with zero and other discount bonds of cable operators losing substantial value in past few weeks. Cablevision Systems (CVC) subsidiary Adams-Russell has seen yield on its 16⅛ bonds increase to 32% in recent trading, up from 26% few weeks ago and more than double average yield on MSO debt, as calculated by Kidder Peabody. Market problems are said to have prevented other CVC subsidiary V Cable from issuing securities, thereby forcing lenders to keep bridge loan in place. CVC's stock price hit new 52-week low last week, dropping 8% to 27¼. Other discount cable debt taking recent beating in market include Cablevision Industries, yielding near 31%. Certain other leveraged stocks also underperformed. Ackerly Communications was down near 52-week low, closing at 5¼. Scientific-Atlanta gained back some of ground it lost in recent cable equipment sell-off and was up 9% to 23¼. Cable services company Burnup & Sims was down 1 to 14¼, off 16% from two weeks ago. Other than slight jump in MGM in previous week, market seems to have been taken off guard by merger announcement (see "Top of the Week") and opened up 4¼ at 18¼ on Wednesday, closing at 17⅝.

Stock Index Notes: [illegible]

STOCK INDEX 1

	BROADCASTING	Closing Wed Mar 7	Closing Wed Feb 28	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
N	(CCB) Capital Cities/ABC	504	511	- 7	- 01.36	20	8,671
N	(CBS) CBS	182 1/4	182 5/8	- 3/8	- 00.20	16	4,309
A	(CCU) Clear Channel	13 3/8	12 1/2	7/8	06.86	-113	38
O	(JCOR) Jacor Commun.	5 3/4	5 7/8	- 1/8	- 02.12	-3	57
O	(LINB) LIN	84 3/4	111 7/8	- 27 1/8	- 24.24	45	4,342
O	(OBCCC) Olympic Broadcast	3/16	3/16		00.00		
O	(OSBN) Osborn Commun.	9 1/8	8 3/4	3/8	04.28	-40	65
O	(OCOMA) Outlet Commun.	20	20 1/4	- 1/4	- 01.23	12	131
A	(PR) Price Commun.	5 1/4	5 1/8	1/8	02.43	-4	43
O	(SAGB) Sage Broadcasting	2 1/4	2 1/4		00.00	-2	6
O	(SCRP) Scripps Howard	60	60		00.00	30	618
O	(SUNNC) SunGroup Inc.	2	2		00.00	-2	4
O	(TLMD) Telemundo	5 1/4	5 1/2	- 1/4	- 04.54	-2	110
O	(TVXGC) TVX Broadcast	4 3/8	4 3/8		00.00		33
O	(UTVI) United Television	33 3/8	32 1/8	- 1	[illegible]	-5	384

	BROADCASTING WITH OTHER MAJOR INTERESTS	Closing Wed Mar 7	Closing Wed Feb 28	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
N	(BLC) A.H. Belo	35 1/4	34 1/8	1 1/8	03.29	46	[illegible]
N	(AFL) American Family	24 7/8	25	- 1/8	- 00.50	14	[illegible]
O	(ACCMA) Assoc. Commun.	35 3/8	29 3/4	5 5/8	[illegible]	-30	[illegible]
N	(CCN) Chris-Craft	33	31 7/8	1 1/8	[illegible]	1	[illegible]
O	(DUCO) Durham Corp.	30 3/4	31	- 1/4	- 02.41	28	[illegible]
N	(GCI) Gannett Co.	40	40 3/8	- 3/8	- 00.92	18	[illegible]
O	(GACC) Great Am. Comm.	6 1/8	7 5/8	- 7/8	11.47	-2	[illegible]
A	(HTG) Heritage Media	3 5/8	3 5/8		00.00	-3	[illegible]
N	(JP) Jefferson-Pilot	39 3/4	40 1/4	- 1/2	- 01.24	11	[illegible]
N	(LEE) Lee Enterprises	28 5/8	28 3/8	1/4	00.88	16	[illegible]
N	(LC) Liberty	47	45 5/8	1 3/8	03.01	14	[illegible]
N	(MHP) McGraw-Hill	58 3/4	58	3/4	01.41	13	[illegible]
A	(MEGA) Media General	30	30		00.00	-107	[illegible]
N	(MDP) Meredith Corp.	30 7/8	30 3/4	1/8	00.40	16	[illegible]
O	(MMEDC) Multimedia	71 3/4	70	1 3/4	[illegible]	[illegible]	[illegible]

STOCK INDEX 2

	Closing Wed Mar 7	Closing Wed Feb 28	Net Change	Percent Change	P/E Ratio	Market Capitali-zation (000,000)
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

PROGRAMING

[illegible]

SERVICE

[illegible]

CABLE

[illegible]

EQUIPMENT & MANUFACTURING

[illegible]

by New England Digital, sponsored by *Society of Broadcast Engineers, chapter 15.* New York Times building, New York. Information: David Bialik, (212) 752-3322.

■ **April 18-19**—*Center for Communications* seminar, "Doing the Right Thing: Minorities in the Communications Industries." New York. Information: Lisa Weaver, (212) 836-3050.

April 18-20—*Broadcast Financial Management Association* 30th annual convention. Hyatt Regency, San Francisco. Information: (708) 296-0200.

April 18-20—*Virginia Cable Television Association* 24th annual convention. Cavalier hotel, Virginia Beach. Information: (804) 780-1776.

April 18-21—*National Broadcasting Society-Alpha Epsilon Rho* national convention. Sheraton World Resort, Orlando. Information: John Castello, (803) 777-3324.

April 18-22—*Religious Communications Congress* "once-a-decade international interfaith event," featuring seminars and workshops and exhibits from broadcasting, production, music, publishing, fund raising, computer and satellite. Opryland hotel, Nashville. Information: (312) 236-1585.

April 19—*Ohio State Awards* presentation ceremony and luncheon. National Press Club, Washington. Information: Phyllis Madry, (614) 292-0185.

April 19-20—*C-SPAN* "Capitol Experience" seminar "to provide cable operators with insight into the network's programing philosophy, reasons to carry C-SPAN and ways to promote it among their general audience." C-SPAN headquarters, Washington. Information: (202) 737-3220.

April 19-20—"Cable Television Law: Revisiting the Cable Act," seminar cosponsored by *Practising Law Institute* and *California Continuing Education of the Bar.* Hotel Meridien, San Francisco. Information: (212) 765-5700.

■ **April 20**—*NATPE Educational Foundation's* fourth annual regional seminar, "Meeting the New Competition for Our Audiences." Westin hotel, Chicago. Information: (213) 282-8801.

April 20-21—*Texas AP Broadcasters* annual convention. Worthington hotel, Fort Worth. Information: Diana Jensen, (214) 991-2100.

■ **April 20-21**—*Radio-Television News Directors Association* region six conference. Speakers include Douglas Edwards, formerly of CBS News, and Bob Priddy, past RTNDA chairman. Holiday Inn Lake, Lake of the Ozarks, Mo. Information: Nan Siemer, (314) 449-4141.

■ **April 21**—*Radio-Television News Directors Association* region two conference. Speakers include RTNDA President David Bartlett. Los Angeles. Information: Bill Yeager, (213) 462-5000.

Open Mike

Radio rave

EDITOR: Congratulations on your 59th anniversary. BROADCASTING has always done a great job of telling us folks what's going on in the radio industry. Unlike some other publications, you haven't reduced "radio" to a few paragraphs next to the classifieds.—*Dick Painter, general manager, KMRS(AM)-KKOK(FM), Morris, Minn.*

Religious rights

EDITOR: I found most disturbing the "suggestion" in your Feb. 26 editorial, "Voice vote," that the comments submitted by Bonneville Broadcasting, Morality in Media and the American Family Association should be disregarded by the FCC because these organizations are allegedly "powered by strong church influence."

While I have not read the comments submitted by AFA, I have read those submitted by Bonneville and Morality in Media, and both organizations rest their arguments in support of the congressional ban on broadcast indecency on legal precedent, data relating to the broadcast listening audience and "reason."

The Constitution certainly does not require the FCC to reject such arguments because leaders in these organizations may be members of conservative religious bodies. To say otherwise is to deprive the tens of millions of Americans who are members of conservative religious groups of their rights and privileges as free citizens. Our nation's devout founding fathers never intended anything so prejudicial, and the American people, who historically have abhorred tyranny, will hopefully never permit it.—*Robert Peters, New York.*

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TV advertising tops $21 billion in 1989

Network, spot, syndication combined ad spending

Category	*1988*	*1989*	*% Change*
Automotive	$2,600,451,200	$2,969,741,100	+14%
Food & Food Products	$2,846,178,800	$2,969,145,700	+4%
Restaurants/Drive-ins	$1,343,830,900	$1,485,770,700	+11%
Toiletries/Toilet Goods	$1,270,272,800	$1,287,243,000	+1%
Proprietary Medicines	$1,067,216,800	$1,057,750,500	-1%

Note: Not included in above are [illegible] categories including supermarkets in food and food products, auto and truck dealers in automotive and drug stores in proprietary medicines. Local data is included in restaurants and drive-ins.

TV advertising investments: 1989 vs 1988

	Jan-Dec '88	*Jan-Dec '89*	*% Change*
Network	$9,580,367,400	$9,559,077,100	-0.2%
Spot	$5,271,214,400	$5,423,256,600	2.3%
Local	$4,848,115,300	$5,076,006,100	4.5%
Nat. Syn.	$900,331,400	$1,286,826,100	42.9%
Total	$20,600,028,500	$21,345,165,900	3.6%

Source: BAR

Advertising revenues in 1989 topped the previous year by 3.6%, according to just-released figures from the Television Bureau of Advertising. Getting its numbers from Arbitron's Broadcast Advertiser Reports (BAR), TVB says that $21.3 billion was invested in over-the-air television last year, compared to $20.6 billion in 1988. TV did well in the fourth quarter even without the political advertising that accounted for $150.8 million in the fourth quarter of 1988.

The TVB report (see chart) shows the automotive industry taking first place for the first time with $2,969,741,000, a 14% gain over 1988's $2,600,451,200, when it trailed food and food products by $246 million.

General Motors was the top network advertiser, spending $506,513,500, a 14% increase from its 1988 total of $443,402,300. Sears & Roebuck was the ninth on the top-10 list with $187,511,300, a 118% increase from 1988's $85,900,600.

The top-10 list of national and regional spot advertisers for 1989 was dominated by auto manufacturers. General Motors was first again with $350,297,700, a 12% increase over 1988's $312,150,400. Ford Motor Co. was third with $179,531,600, an increase of 8% from $165,666,600 in 1988. Other auto manufacturers in the top 10 were Chrysler (fifth place with $165,682,800), Toyota (sixth place with $164,199,800), Nissan (eighth place with $121,305,000) and Honda (10th place with $85,802,100).

Non-automotive advertisers in the top 10 were Procter & Gamble (second), Philip Morris (fourth), General Mills (seventh) and Pepsico (ninth).

According to the report, local TV advertising increased 4.5% in 1989 while spot TV was up 2.3%. Network television posted a total of $9.6 billion, equaling 1988's total without the aid of the Olympics and national elections.

National syndication advertising for 1989 totaled $1.3 billion, up 42.9% from 1988.

On the local retail advertising side, discount, department and variety stores increased expenditures by 22%. Other big gainers included personal service advertisers (21%), medical and health-related services (16%), and household stores (12%). Auto parts suppliers, car and truck dealers and motorcycle dealers experienced a 12% drop.

The top five local and retail television advertisers were Pepsico Inc. (Pizza Hut, Taco Bell, Kentucky Fried Chicken), McDonald's Corp., Walt Disney Co., Grand Metropolitan and Time Warner Inc. Sears Roebuck & Co. again turned in large increases in their expenditures—from $14,989,900 in 1989 to $46,502,300, a gain of 210%. ❑

TCI lays down the law on regional sports

MSO says it won't agree to deals forcing it to put networks on basic or calculating payment based on number of basic subs

When it comes to affiliation agreements with regional sports networks, Tele-Communications Inc. plans to play hardball.

Last week the largest MSO disclosed at a Washingon press conference that it would not sign affiliation agreements mandating basic carriage or deals that required TCI to provide a guaranteed minimum payment based on a system's basic subscriber count.

Although not mentioned by name, the gauntlet TCI threw down was clearly aimed at several SportsChannel regional services. TCI officials said its cable systems in the San Francisco Bay area, northern Ohio, Miami, Chicago and the Twin Cities have encountered this "take it or leave it attitude" on carriage terms. In all of those markets, SportsChannel has regional sports operations. In three of those places—the Bay Area, Miami and the Twin Cities—TCI has an ownership interest in rival regional sports services, and in general, TCI, through Prime Network, has squared off against SportsChannel across the country in the regional sports battle.

Mandated basic carriage and basic guarantees "will lead directly to uncontrolled siphoning and higher cable rates for all," said J.C. Sparkman, TCI executive vice president. "Under this scenario all basic cable subscribers have to help pay for this very expensive programing, whether they like it or not."

Sparkman said TCI's stand will help prevent the advent of significant siphoning. When broadcasters vie for local sports rights, he said, "they must gamble that viewership will be high enough to yield ad revenue sufficient to cover their costs." That constraint isn't present with cable regional bidders, Sparkman said, who avoid the price-value decisions of customers by having the affiliate fee cross-subsidy.

"It's one thing when cable sports events are added to broadcast games, or are in different time slots," a reference to the two new NFL deals, said Bob Thomson, TCI vice president, government affairs. "It's another when cable is held hostage to intemperant bidding," he said. In an unnamed market, said Thomson, a city council member told TCI they would support revocation of TCI's franchise unless TCI carried the local sports channel.

The new TCI edict will also cover the regional sports networks in which it owns an interest, including San Francisco, Seattle, Denver, Pittsburgh, Indianapolis, Minneapolis, Utah and the Southeast. Sparkman said in cases where TCI owns regional networks and systems in the same area, "we have signed affiliation agreements on this same basis." The same terms are being offered to other cable systems in the area, he added.

Escalating rights costs in national sports services don't present the same problem for TCI, Thomson said. Those costs are less—the NFL surcharge for ESPN's new deal is 14-17 cents over the four years, for instance—than regional "tariffs of $1 to $2," said Thomson. There are also no long-term program cost controls in regional deals, said Thomson, like are present in national program deals. Of the markets mentioned, TCI does have a SportsChannel deal in Chicago. TCI said costs rose 150% in the three years of the contract, and currently the service is part of TCI's negative option tier, which it has instituted company-wide. TCI affiliates in the New York area carrying MSG have the right to push MSG to a tier next year if MSG carries all Yankee games—which would be double the amount—and its wholesale costs rise accordingly.

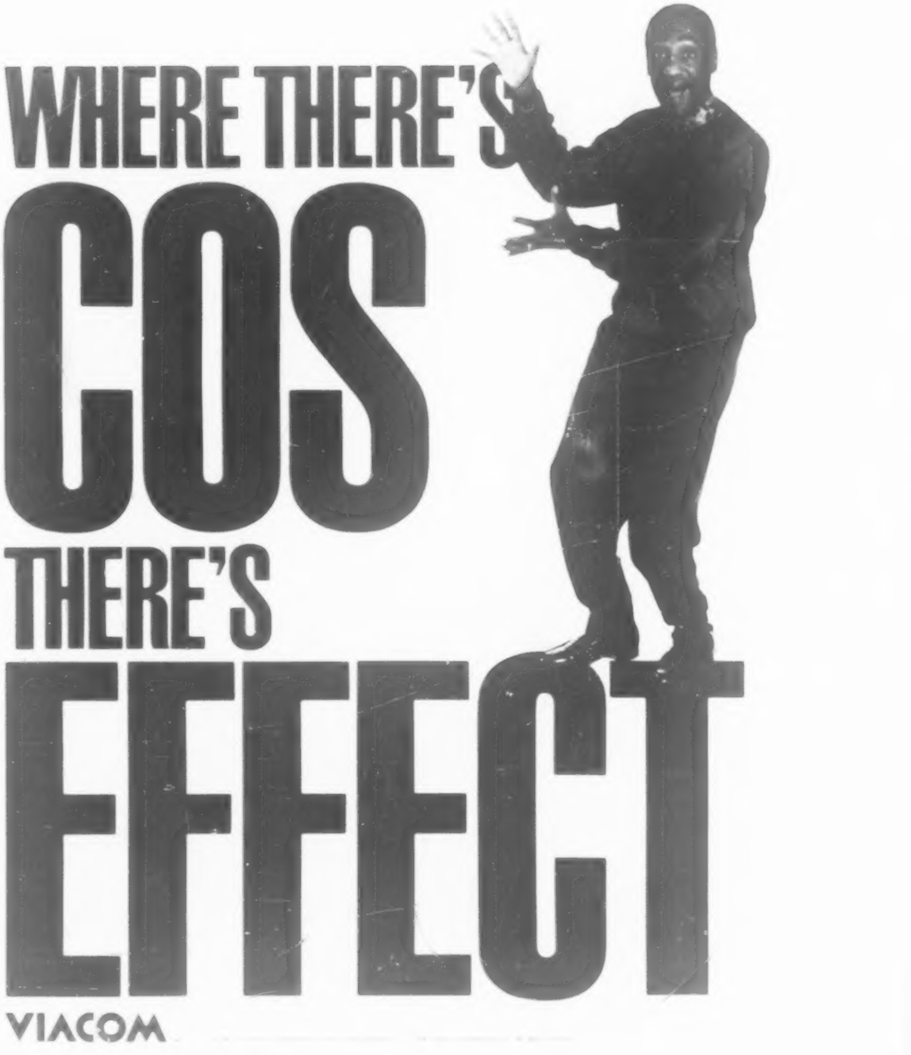
Sparkman said TCI hopes to unbundle even further as the technology is refined, to offer programing packages. Regional sports could even be offered on an a la carte basis, TCI said. **—MS**

C1750-1

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Mar 19


WHERE THERE'S
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THERE'S
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VIACOM

59th Year 1990

FCC takes charge of finsyn

☐ Networks show off development

Broadcasting Mar19

Vol. 118 No. 12

Last chance for fin-syn compromise ...

FCC puts pressure on networks and Hollywood to reach agreement on financial interest and syndication rules. **PAGE 27.**

NBC sells 51% of its Cleveland O&O...

Network agrees to sell control of WKYC-TV Cleveland to Multimedia for about $65 million. Sale would, among other things, give NBC more flexibility to buy additional stations and rescue network in market where it has historically underperformed. **PAGE 28.**

FCC field hearing...

FCC searches for key to effective competition and considers whether to hand rate regulation back to cities during commission field hearing in St. Louis. **PAGE 29.**

Jean Stapelton (l) and Whoopi Goldberg, stars of CBS's 'Bagdad Cafe' (premiering March 30), meet with advertisers during network's unveiling of development plans for 1990-1991 TV season.

30/ *SHOWTIME*

ABC, NBC, CBS and Fox give advertisers preview of programs in development.

33/ *CABLE DRAFT OPPOSITION*

Senate Commerce Committee's staff draft on cable draws complaints from cable, city organizations and telcos.

35/ *MCA GETS 72-EPISODE DEAL*

MCA TV reaches agreement with Fox Television Stations Inc. and its six O&O's for 72-episode production order for *Harry and the Hendersons*, based on theatrical film starring John Lithgow.

38/ *MOVIETIME NAME CHANGE*

Movietime entertainment news cable network changes its name and format, becoming E! Entertainment Television June 1.

44/ *NAB FORUM: GOOD NEWS AND BAD*

During NAB legislative forum, Representative Ed Markey promises to push AM improvement bill and give hearing to if carry/must pay arguments. On down side is his hope for children's TV bill, reinstatement of fairness and new political ad rate policy.

46/ *HOPE FOR HDTV*

Included in proposed FY 1991 FCC budget is $500,000 for FCC's HDTV standard-setting effort.

51/ *GOOD BUSINESS FOR CABLE*

National Cable Television Association Chairman Robert Miron says NCTAs new customer service standards makes good business and political sense.

54/ *NPR'S PROGRAMING STRATEGY*

The Thistle and Shamrock moves from APR to NPR as latter redefines its "larger cultural aims."

55/ *ARN FINDS NICHE IN AM*

American Radio Networks lines up more than 250 affiliates for its 24-hour, live talk, satellite-delivered service.

59/ *ON THE ROAD TO NAB: VIDEOTAPE*

In hopes of attracting more broadcasting buyers, Sony Corp. and Ampex Corp. are offering composite digital VTR's that are more portable and less expensive.

68/ *GAGA BUYS FOX/LORBER*

Japanese firm, GaGa Communications, buys 58% of Los Angeles-based TV/video distributor Fox/Lorber Associates.

95/ *LIKE FATHER, LIKE SON*

Building on foundation in syndication laid by his late father, John Claster has expanded Claster Television into animated syndicator, steadily building revenues and viewers.

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BY THE NUMBERS 1

Television viewers put themselves at the top of the ratings last week, with ABC's *America's Funniest Home Videos*, a compilation of audience-submitted material, claiming the top spot and capping a climb begun Jan. 25 when it debuted in 16th place. With *Roseanne* weighing in at number three, ABC had two of the top three shows and four of the top 10. With five of the top 10 shows and 10 of the top 20, however, NBC once again took the week (ending March 11) with a 13.5 rating/23 share.

ABC was second with a 12.2/20, and CBS was third with 11.0/18. CBS's highest rated entertainment series of the week was *Murphy Brown* (pictured at left), which came in at number 17 with a 16.0/24.

60 Minutes continued its recoup from an earlier slide, finishing in sixth place. In the continuing saga of Andy Rooney, the reinstated correspondent did not appear in a traditional segment, but in

"By the Numbers" continues on page [illegible]

RATINGS ROUNDUP

Week 24 □ Mar. 5–Mar. 11

Rank/rating			Network	Show
1	▲	24.1/37	A	*Amer. Funniest Videos*
2	▲	23.4/36	N	*Cheers*
3	▼	22.1/34	A	*Roseanne*
4	▼	21.3/34	N	*Cosby Show*
5	▲	20.7/32	N	*A Different World*
6	▼	19.6/34	C	*60 Minutes*
7	▲	18.7/28	A	*Wonder Years*
8		18.1/31	N	*Golden Girls*
9	▲	17.9/28	N	*Heat of the Night*
10	▲	17.5/27	A	*Who's the Boss?*
11	▼	17.4/29	N	*Empty Nest*
12	▲	17.2/27	A	*Coach*
13	▲	17.0/27	N	*Sunday Movie: Perry Mason*
14	▲	16.7/27	N	*Grand*
14	▼	17.7/27	N	*Unsolved Mysteries*
16	▲	16.5/27	A	*Monday Movie: Son's Promise*
17	▲	16.0/24	C	*Murphy Brown*
18	▲	15.9/29	A	*Full House*
19	▼	15.3/24	N	*Matlock*
20	▲	15.1/23	F	*Simpsons*
21	▲	15.0/23	C	*Designing Women*
22	▲	14.9/26	C	*Knots Landing*
22	▲	14.9/23	N	*Night Court*
22		14.9/24	C	*People's Choice Awards*
25	▼	14.7/27	N	*Midnight Caller*
26	▲	14.3/25	A	*Family Matters*
27	▲	14.1/23	A	*Growing Pains*
28	▲	13.8/22	A	*Head of the Class*
29		13.6/21	C	*Murder, She Wrote*
30	▼	13.4/25	N	*Hunter*
31	▼	13.3/21	A	*Doogie Howser, M.D.*
32	▲	13.2/23	N	*Amen*
33	▲	13.0/21	C	*Newhart*
34	▲	12.8/24	A	*20/20*
35	▲	12.5/22	N	*L.A. Law*
35	▲	12.5/19	F	*Married...with Children*
37	▼	12.4/20	N	*Dear John*
37	▲	12.4/20	C	*Jake and the Fatman*
37	▲	12.4/21	A	*Perfect Strangers*
40	▼	12.2/19	N	*Hogan Family*
40	▼	12.2/19	A	*MacGyver*
42		12.1/19	N	*My Two Dads*
43	▲	11.9/19	A	*Father Dowling*
44		11.7/21	N	*Quantum Leap*
45	▲	11.4/19	A	*Just the 10 of Us*
46		11.3/17	N	*Major Dad Special*
47	▲	11.1/20	N	*ALF*
47	▲	10.8/18	A	*Elvis*
49		10.8/18	C	*Dallas*
49		10.8/20	C	*His & Hers*
49	▼	10.8/17	C	*Major Dad*
49	▲	10.8/18	N	*Nasty Boys*
49	▼	10.8/17	C	*Rescue: 911*
54		10.7/20	C	*Wiseguy*
55	▼	10.5/17	A	*Anything But Love*
56	▼	10.3/17	N	*Monday Movie: Tin Men*
56	▼	10.3/19	A	*thirtysomething*
58	▲	10.0/16	A	*Young Riders*
59	▲	9.5/17	A	*Movie: B.L. Stryker*
60		9.3/16	C	*Olympic Winterfest*
61	▼	9.2/14	C	*48 Hours*
62	▼	9.1/15	A	*Sunday Movie: Brewster Place*
62		9.1/17	C	*Falcon Crest*
62	▼	9.1/17	N	*Mancuso, FBI*
65	▼	8.8/16	A	*China Beach*
65	▼	8.8/15	A	*Life Goes On*
67	▼	8.6/14	C	*Tues. Movie: Runaway*
68	▼	8.4/15	N	*Baywatch*
68	▼	8.4/15	A	*Primetime Live*
70	▲	8.1/12	F	*America's Most Wanted*
71	▲	7.5/13	C	*Bradys*
71	▲	7.5/14	A	*H.E.L.P.*
71	▼	7.5/12	N	*Magical World of Disney*
71	▲	7.5/14	C	*Connie Chung*
75		7.0/11	C	*Island Son*
76		6.8/11	F	*Open House*
77		5.7/9	C	*Grand Slam*
77	▲	5.7/5	F	*21 Jump Street*
79	▲	5.4/9	F	*Booker*
79		5.4/10	F	*Cops Special: Russia*
81	▼	4.5/7	F	*Alien Nation*
82		4.0/7	F	*Tracey Ullman*
83		3.7/6	F	*Reporters*
84		2.8/5	F	*Fox Movie*
85	▼	2.7/5	F	*It's Garry Shandling's Show*

Guide to symbols

▼ —Down in rank from last week ▲ —Up in rank from last week ■ —Premiere broadcast —No ranking change

Source: Nielsen Media Research

FREEZE FRAMES: Syndication Scorecard*

Week ended Mar. 5

Rank	Program (Syndicator)	Rtg	Stns	Covg
1	Wheel of Fortune, syn. (King World)	15.4	232	99
2	Jeopardy! (King World)	13.4	221	99
3	Star Trek: Next Generation (Paramount)	11.9	235	98
4	Cosby Show (Viacom)	10.0	204	98
5	Current Affair (20th Century Fox TV)	9.6	192	96
6	Oprah Winfrey (King World)	9.3	217	99
6	Wheel of Fortune, wknd. (King World)	8.8	204	92
8	Entertainment Tonight (Paramount)	8.6	176	96
9	Pegasus II (TeleVentures)	7.1	84	78
10	Fox Premiere Movie	6.4	134	89
10	Geraldo (Paramount)	6.4	199	99
12	Donahue (Multimedia)	6.0	228	99
13	Mama's Family, syn. (Lorimar)	5.9	174	90
14	Family Feud 2 (LBS)	5.7	139	89
14	Peoples Court (Warner Bros. Domestic TV)	5.7	179	92

The following shows were rated, but not ranked

Program (Syndicator)	Rtg	Stns	Covg
Wrestling Network	7.3	172	93
World Wrestling Federation (WWF)	9.3	248	98

* Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research.

Summary of Broadcasting & Cable

BROADCASTING			
SERVICE	ON AIR	CP's	TOTAL *
Commercial AM	4,977	253	5,230
Commercial FM	4,273	834	5,107
Educational FM	1,424	270	1,694
■ Total Radio	10,674	1,357	12,031
Commercial VHF TV	549	19	568
Commercial UHF TV	550	186	736
Educational VHF TV	123	5	128
Educational UHF TV	224	23	247
■ Total TV	1,446	233	1,679
VHF LPTV	300	205	505
UHF LPTV	457	1,508	1,965
■ Total LPTV	757	1,713	2,470
FM translators	1,815	318	2,133
VHF translators	2,722	125	2,847
UHF translators	2,205	403	2,608

CABLE†	
Total subscribers	53,238,000
Homes passed	73,900,000
Total systems	9,500
Household penetration†	57.8%
Pay cable penetration	29.4%

[illegible]

"By the Numbers" continues from page 15

a collection of outtakes—sort of like CBS home videos—from previous segments. The Rooney piece was introduced with an allusion to *America's Funniest Home Videos*, which bested *60 Minutes* when its hour premiere was rerun opposite a Rooneyless program three weeks ago (BROADCASTING, March 5).

Also on Sunday, NBC found a good attorney in *Perry Mason*. Its movie featuring Raymond Burr in the continuing character placed 13th, compared to the week earlier's Sunday movie, *Ferris Bueller's Day Off*, which finished 43rd.

Another Sunday night winner was Fox's *The Simpsons*, which came in at number 20, its best showing since its debut in January.

MarketScope

Most stock groups were mixed for the week, although cable operators as a group posted a slight decline. Noticeably off was Cablevision Systems (CVC), down 6% to 25½. Zero-coupon debt of CVC's wholly owned subsidiary, Adams Russell, fell 7% and now yields over 33%, according to Morgan Stanley. One MSO that increased slightly was Mercom (MERC: NASDAQ), which received a 13-D filing last Wednesday from C-TEC Cable Systems, which said it had accumulated a 12% stake. One market observer said C-TEC recently completed purchase of systems adjacent to those of Mercom in Michigan. Dow Jones Newswire report on 13-D—Sandler Capital Management also owns more than 5% of Mercom—said C-TEC indicated it would "continuously evaluate, among other things, the company's [Mercom's] business prospects and financial condition." Mercom rose to 11 bid, up from 10½ bid the prior week. Times Mirror has shown some strength over past month and last week rose to 38.5, up 18% over three weeks ago. Karen Firestone, manager of Fidelity's select leisure fund, said the stock, while trading at a high P/E ratio, was trading at a low price-to-cash flow ratio, historically speaking. Clear Channel Communications also continued to gain. Slight irony was found in movement of Hollywood deal stocks with MGM, where transaction has been announced, down 3% to 17¼. Meanwhile, Orion Pictures, on which no deal has yet been announced, rose 4% to 22¾.

Stock Index Notes: [illegible]

STOCK INDEX 1

BROADCASTING

		Closing Wed Mar 14	Closing Wed Mar 7	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
N	(CCB) Capital Cities/ABC	508	504	4	00.79	20	9,143
N	(CBS) CBS	179 1/4	182 1/4	- 3	- 01.64	16	4,238
A	(CCU) Clear Channel	14	13 5/8	3/8	02.75	-116	54
O	(JCOR) Jacor Commun.	5 7/8	5 3/4	1/8	02.17	-3	58
O	(LINB) LIN	85 1/2	84 1/4	1 1/4	01.46	46	4,407
O	(OBCCC) Olympia Broadcast	1/8	3/16	- 1/16	- 33.33		
O	(OSBN) Osborn Commun.	9 3/4	9 1/2	1/4	02.63	-46	66
O	(OCOMA) Outlet Commun.	19 1/2	20	- 1/2	- 02.50	12	127
A	(PR) Price Commun.	5 1/8	5 1/4	- 1/8	- 02.38	-4	47
O	(SAGB) Sage Broadcasting	2 1/4	2 1/4		00.00	-2	8
O	(SCRP) Scripps Howard	60	60		00.00	30	610
O	(SUNNC) SunGroup Inc.	1	2	- 1	- 50.00	-1	2
O	(TLMD) Telemundo	5 5/8	5 1/4	3/8	07.14	-2	128
O	(TVXGC) TVX Broadcast	4 3/4	4 5/8	1/8	02.70		34
O	(UTVI) United Television	32 1/2	32 1/2		00.00	5	354

BROADCASTING WITH OTHER MAJOR INTERESTS

		Closing Wed Mar 14	Closing Wed Mar 7	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
N	(BLC) A.H. Belo	34	35 1/4	- 1 1/4	- 03.54	39	671
N	(AFL) American Family	15	14 7/8	1/8	00.84	14	1,217
O	(ACCMA) Assoc. Commun.	32 1/4	34 3/4	- 2 1/2	- 07.19	-73	600
N	(CCN) Chris-Craft	33	34	- 1	- 02.94	1	788
O	(DUCO) Durham Corp.	31	30 1/4	3/4	02.47	30	261
N	(GCI) Gannett Co.	40 3/4	40	3/4	01.87	10	6,576
O	(GACC) Great Am. Comm.	8 1/4	8 1/2	- 1/4	- 02.94	-2	289
A	(HTG) Heritage Media	3 5/8	3 5/8		00.00	-3	161
N	(JP) Jefferson-Pilot	39 3/8	39 3/4	- 3/8	- 00.94	11	1,480
N	(LEE) Lee Enterprises	28	28 5/8	- 5/8	- 02.18	16	680
N	(LC) Liberty	47 3/8	47	3/8	00.79	24	401
N	(MHP) McGraw-Hill	52 3/4	53 3/4	- 1	- 01.86	13	2,587
A	(MEGA) Media General	28 5/8	30	- 1 3/8	- 04.58	-150	738
N	(MDP) Meredith Corp.	31 1/4	30 7/8	3/8	01.21	18	580
O	(MMEDC) Multimedia	78	77 1/8	7/8	01.13	28	881

BY THE NUMBERS 3

STOCK INDEX 2

	Closing Wed Mar 14	Closing Wed Mar 7	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
A (NYT.A) New York Times	24	23 3/4	1/4	01.05	13	1,971
N (NWS) News Corp. Ltd.	16 5/8	16 1/4	3/8	02.30	6	4,460
O (PARC) Park Commun.	19 1/2	19 3/4	- 1/4	- 01.26	21	403
N (PLTZ) Pulitzer Publishing	27 1/4	28	- 3/4	- 02.67	13	285
N (REL) Reliance Group Hold.	6 1/8	5	1 1/8	22.50	-8	465
O (RTRSY) Reuters Ltd.	50 5/8	51 5/8	- 1	- 01.93	28	22,987
O (STAUF) Stauffer Commun.	146	144	2	01.46	42	146
N (TMC) Times Mirror	38 1/2	36 1/4	2 1/4	06.20	15	4,954
O (TMCI) TM Communications	1/8	1/8		00.00	-1	
N (TRB) Tribune	43 3/4	42 5/8	1 1/8	02.63	14	3,080
A (TBS.A) Turner Bcstg. 'A'	47 3/8	45 1/8	2 1/4	04.98	-61	2,349
A (TBS.B) Turner Bcstg. 'B'	45 3/8	42 5/8	2 3/4	06.45	-58	1,216
A (WPO.B) Washington Post	275	275		00.00	19	3,469

PROGRAMING

	Closing Wed Mar 14	Closing Wed Mar 7	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
O (ALLT) All American TV	3 3/8	3 3/8		00.00		4
A (CLR) Color Systems	2 1/4	2 1/2	- 1/4	- 10.00	-1	12
O (DCPI) dick clark prod.	6 1/8	6 1/4	- 1/8	- 02.00	22	50
N (DIS) Disney	115 3/8	111 7/8	3 1/2	03.12	22	15,523
O (FNNI) Financial News	7 1/8	7 3/8	- 1/4	- 03.38	32	128
A (FE) Fries Entertain.	2 3/8	2	3/8	18.75	-2	11
A (HHH) Heritage Entertain.	1 1/4	1 1/8	1/8	11.11	-1	9
A (HSN) Home Shopping Net.	6 7/8	6 3/8	1/2	07.84	42	617
N (KWP) King World	40 1/8	39 7/8	1/4	00.62	13	1,013
O (KRENC) Kings Road Entertain.		3/16	- 1/32	- 16.66		0
N (MCA) MCA	54 1/2	56 1/8	- 1 5/8	- 02.89	20	3,994
N (MGM) MGM/UA Commun.	17 1/4	17 3/4	- 1/2	- 02.81	-11	879
A (NNH) Nelson Holdings	9 3/4	8 1/2	1 1/4	14.70		42
O (NNET) Nostalgia Network	1 1/4	1 3/8	- 1/8	- 09.09	-1	7
N (OPC) Orion Pictures	22 1/4	21 3/8	7/8	04.09	27	401
N (PCI) Paramount Commun.	46 1/8	45 1/2	5/8	01.37	14	5,480
N (PLA) Playboy Ent.	14 1/4	13 3/8	7/8	06.54	-108	134
O (QNTQE) Qintex Ent.	1 1/4	1 1/4		00.00		26
O (QVCN) QVC Network	17 1/4	16 1/4	1	06.15	38	173
O (RVCC) Reeves Commun.	6 3/4	6 3/4		00.00	-6	85
O (RPICA) Republic Pic. 'A'	8 1/4	7 5/8	5/8	08.19	91	35
O (RPICB) Republic Pic. 'B'	7 3/4	6 1/2	1 1/4	19.23	88	33
O (SP) Spelling Entertainment	10	10 1/8	- 1/8	- 01.23	27	331
O (JUKE) Video Jukebox Net.	8 3/4	8 1/8	5/8	07.69	-87	82
O (WONE) Westwood One	6 7/8	7	- 1/8	- 01.78	-4	99

SERVICE

	Closing Wed Mar 14	Closing Wed Mar 7	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
O (AGRP) Andrews Group	3 5/8	3 5/8		00.00	-2	33
O (BSIM) Burnup & Sims	14	14 3/8	- 3/8	- 02.60	18	178
N (CQ) Comsat	36 1/4	35 1/2	3/4	02.11	10	604
N (DNB) Dun & Bradstreet	46 7/8	46 3/8	1/2	01.07	15	8,703
N (FCB) Foote Cone & B.	28 5/8	28 3/8	1/4	00.88	19	244
O (GREY) Grey Advertising	150	146	4	02.73	13	171
O (IDBX) IDB Communications	8 3/4	9	- 1/4	- 02.77	437	48
N (IPG) Interpublic Group	33 1/8	32 7/8	1/4	00.76	16	1,148
O (OMCM) Omnicom Group	23	23 1/2	- 1/2	- 02.12	12	603
N (SAA) Saatchi & Saatchi	6 7/8	7	- 1/8	- 01.78	-6	1,078
O (TLMT) Telemation	2 1/2	2 1/2		00.00	5	11
A (UNV) Unitel Video	10 1/2	12 1/8	- 1 5/8	- 13.40	16	22

CABLE

	Closing Wed Mar 14	Closing Wed Mar 7	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
A (ATN) Acton Corp.	12 1/2	12 3/4	- 1/4	- 01.96	2	18
O (ATCMA) Am. TV & Comm.	34	33 1/4	3/4	02.25	41	3,708
A (CTEX) C-Tec Corp.	18 3/4	19 1/4	- 1/2	- 02.59	25	310
A (CVC) Cablevision Sys. 'A'	25 3/4	27 1/2	- 1 3/4	- 06.36	-4	570
A (CTY) Century Commun.	8	9 1/4	- 1 1/4	- 13.51	-10	521
O (CMCSA) Comcast	14 3/8	14 3/8		00.00	-11	1,613
A (FAL) Falcon Cable Systems	16 7/8	16 5/8	1/4	01.50	-29	107
O (JOIN) Jones Intercable	10 7/8	11 1/4	- 3/8	- 03.33	-5	135
N (KRI) Knight-Ridder	55 1/8	53 3/4	1 3/8	02.51	12	2,987
T (RCI.A) Rogers Commun. 'A'	108	106	2	01.90	-30	481
T (RCI.B) Rogers Commun. 'B'	60 1/2	60 1/2		00.00	-23	1,088
O (TCAT) TCA Cable TV	13 1/2	13 5/8	- 1/8	- 00.91	28	326
O (TCOMA) Tele-Commun.	14 1/4	15	- 3/4	- 05.00	-29	5,028
N (TWX) Time Warner	99	100 1/4	- 1 1/4	- 01.24	220	6,367
O (UAECA) United Art. Ent. A	13 3/4	14 3/4	- 1	- 06.77	-7	1,915
O (UAECB) United Art. Ent. B	14 7/8	15	- 1/8	- 00.83	-7	993
N (VIA) Viacom	52 5/8	53 1/2	- 7/8	- 01.63	24	2,808
N (WU) Western Union	7/8	7/8		00.00		54

EQUIPMENT & MANUFACTURING

	Closing Wed Mar 14	Closing Wed Mar 7	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
N (MMM) 3M	81 5/8	81 1/4	3/8	00.46	14	18,284
N (ARV) Arvin Industries	15 1/8	14 3/8	3/4	05.21	39	284
O (CCBL) C-Cor Electronics	11	10 1/4	3/4	07.31	9	45
N (CHY) Chyron	1 7/8	2	- 1/8	- 06.25	-13	21
A (COH) Cohu	10 1/8	9 3/4	3/8	03.84	7	19
N (EK) Eastman Kodak	38 7/8	39 7/8	- 1	- 02.50	13	12,611
N (GRL) Gen. Instrument	35 3/8	34 3/4	5/8	01.79	11	968
N (GE) General Electric	63	62 5/8	3/8	00.59	15	56,844
N (HRS) Harris Corp.	31 5/8	30 1/8	1 1/2	04.97	46	1,227
N (MAI) M/A Com. Inc.	4 3/8	4 1/4	1/8	02.94	437	104
N (IV) Mark IV Indus.	12 7/8	12 1/8	3/4	06.18	3	180
O (MATT) Matthews Equip.	1 15/16	1 7/8	1/16	03.33	96	11
O (MCDY) Microdyne	3 5/8	4	- 3/8	- 09.37	40	14
O (MCOM) Midwest Commun.	4	4		00.00	11	12
N (MOT) Motorola	65 1/4	62 1/4	3	04.81	17	8,496
N (OAK) Oak Industries	1 1/8	1	1/8	12.50	-37	92
A (PPI) Pico Products	1 3/8	1 3/8		00.00		4
N (SFA) Sci-Atlanta	23 1/4	23 1/8	1/8	00.54	14	530
N (SNE) Sony Corp.	51 5/8	53 1/8	- 1 1/2	- 02.82	23	14,580
N (TEK) Tektronix	13 1/2	13 1/8	3/8	02.85	150	390
N (VAR) Varian Assoc.	24 1/2	23 1/2	1	04.25	16	469
O (WGNR) Wegener	1 7/8	2	- 1/8	- 06.25	9	13
N (WX) Westinghouse	73 5/8	74	- 3/8	- 00.50	12	10,685
N (ZE) Zenith	9 1/2	9 1/8	3/8	04.10	-9	254
Standard & Poor's 400	390.44		389.23	1.33		00.35

Center, AU campus, Washington. Information: (202) [illegible]

March 27 [illegible] sponsored by New York Women in Cable [illegible] Center, New York. Information: [illegible] 4079.

March 27 [illegible] Academy of Television Arts and Sciences [illegible]

■ March 28 [illegible] sponsored by *Public Relations Society of America, New York chapter.* Gramercy Park Hotel, New York. Information: [illegible]

March 28-31 [illegible] Atlanta. Information: [illegible]

■ March 28-April 1 [illegible] NBC [illegible] 987-[illegible]

March 29 [illegible] Washington. Information: [illegible]

March 29 [illegible] sponsored by [illegible] Center [illegible] New York. Information: [illegible]

■ March 29 [illegible] with the [illegible] sponsored by *American Women in Radio and Television, New York City chapter.* [illegible] New York. Information: [illegible] 456-[illegible]

March 29-31 *Broadcast Education Association* convention. [illegible] Information: [illegible]

March 30 [illegible] on wireless cable [illegible] Information: (202) [illegible]

March 30 [illegible] *Forum on Communications Law* and *National Association of Broadcasters* [illegible] ton hotel, Atlanta. Information: [illegible]

■ March 30 [illegible] cation [illegible] *Communication* Center, New York. Information: [illegible] 836-3050.

■ March 30-April 1 The "[illegible] New Directions in Journalism" conference sponsored by *Society of Professional Journalists,* region four. [illegible] at Station Square, Pittsburgh. Information: [illegible] Meyer, (412) 881-4450.

March 31 *Association of Maximum Service Telecasters* annual membership meeting, during NAB convention. Room [illegible] Congress Center, Atlanta.

March 31-April 3 *National Association of Broadcasters* 68th annual [illegible] Convention Center, Atlanta. Information: (202) 429-5300.

April

April 1-3 *Cabletelevision Advertising Bureau* ninth annual conference. Marriott Marquis, New York. Information: (212) 751-7770.

April 2 *Association of Maximum Service Telecasters* engineering breakfast, during NAB convention. Marquis Ballroom, Marriott Marquis, Atlanta. Information: (202) 462-4351.

■ April 2-4 *Advertising Research Foundation* annual conference and exposition. Speakers include CBS's [illegible] Young & Rubicam President Peter Georgescu, and Ted Turner of Turner Broadcasting. [illegible] New York. Information: (212) 751-5656.

April 3 [illegible]

April 4 [illegible]

■ April 4 [illegible]

April 5 [illegible]

■ April 5 [illegible]

April 5-8 [illegible]

April 5-9 [illegible]

■ April 6 [illegible]

April 6 [illegible]

■ April 6-7 [illegible]

■ April 6-7 [illegible] *Society of Professional Journalists* [illegible]

■ April 6-7 *Society of Professional Journalists* [illegible]

April 6-8 *AP Television-Radio Association of California-Nevada* [illegible]

"Datebook" continues on page [illegible]

Errata

Average annual rights fees NBC will pay National Football League over course of 1990-93 seasons represents **increase of 57%** over NBC payments for 1989-90 season, not doubled fees as indicated in March 12 story. **Average annual increase for ABC, CBS and NBC will be 78%, not 50%.**

The Fifth Estate

Broadcasting

incorporating

TELEVISION.

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Fox/Lorber goes GaGa

Japanese firm buys into Los Angeles video distributor for $2.68 million

In the latest move by an overseas firm into the American TV programing community, a Japanese film and video distribution firm, GaGa Communications, has purchased a 58% stake in Los Angeles-based TV/video distributor Fox/Lorber Associates.

The move coincides with a Fox/Lorber management buyout of company parent Prism Entertainment Corp., a home video firm that merged with Fox/Lorber four years ago.

In last week's agreement, valued at $2.68 million, a newly formed joint venture of GaGa and Fox/Lorber principals Richard Lorber and David Fox purchased 90% of Prism's share in Fox/Lorber and agreed to surrender 111,000 shares of Prism common stock and options for another 70,000 Prism shares.

Fox and Lorber together will own 31% of the company and Prism will keep 10%. Also to gain an as-yet-undetermined equity option in the company from GaGa's share will be Humax Pictures, a Japanese distribution company and theater owner, which has a joint venture with GaGa for theatrical distribution in Japan.

The deal is not the first involving Prism and GaGa, which have a three-year-old arrangement granting GaGa home video distribution rights for Prism in Japan.

Fox/Lorber President Richard Lorber said the new arrangement gives GaGa an opportunity to expand its rights-buying beyond Japan by giving it access to Fox/Lorber's international distribution expertise, and at the same time gives Fox/Lorber access to GaGa's production financing credit line.

In addition, Lorber said, his company would gain from GaGa new product for its program library, which already has 300 theatrical titles, including Kings Road features "The Big Easy," "Jacknife" and "Rent-A-Cop," and Atlantic Entertainment's "Teen Wolf."

Fox/Lorber will also gain worldwide rights to 150 original episodes of the animated *Transformers*, produced in Japan and shown only in that country.

Lorber said he expected few operational changes in the company as a result of the buyout, but hopes to add to the company's 23-person staff in the international sales and business affairs areas.

He added that new business opportunities for the joint venture may arise in Japan, particularly in the Japanese satellite market, where GaGa already provides program buying representation for several companies involved in the Japan Satellite Broadcasting DBS project. GaGa also has a close program buying relationship, Lorber said, with one of Tokyo's leading independent networks, TV Tokyo.

GaGa, a four-year-old private company partly owned by GaGa President Tetsu Fujimura and 50% owned by the $100 million Japanese prerecorded cassette firm Nihon Tape Corp., has businesses not only in home video distribution, but in theatrical and TV distribution in Japan, in trade publishing and in the financing of feature films. The company last year had approximately $30 million in sales and a staff of 95.

Fox/Lorber was formed in 1981 to begin worldwide distribution of film and video products, primarily to home video, syndication and theaters. The firm later added to its activities the development and packaging of original home video, cable and feature film programing, as well as serving as executive producer on projects licensed for home video. Following the Prism-Fox/Lorber merger four years ago, Fox/Lorber expanded its U.S. domestic TV syndication business and its film library.

Joining the Fox/Lorber board will be Fujimura, other GaGa representatives and a Humax executive. Both Fox and Lorber will join GaGa's board. —AAG

P&G tops cable ad buyers again

Procter & Gamble remained the number-one cable television advertiser in 1989, just ahead of the newly merged Time Warner. P&G spent $37.4 million in 1989, a 24% increase over 1988, while Time Warner spent $36.2 million. They were followed by Anheuser-Busch, KKR and General Mills. The top 10:

Company	'89 expenditure	'88 expenditure	% change
1. Procter & Gamble	$37,363,382	$30,201,826	24%
2. Time Warner	36,217,206	N/A	N/A
3. Anheuser-Busch	26,299,899	21,396,567	23%
4. KKR	23,654,132	2,999,190	689%
5. General Mills	21,305,335	20,010,834	7%
6. General Motors	21,039,236	9,200,999	129%
7. Philip Morris	20,503,621	23,071,137	-11%
8. Mars Inc.	13,984,302	9,994,818	40%
9. Sears, Roebuck	13,344,115	4,650,593	187%
10. Chrysler	11,765,347	9,523,877	24%

TV tallies

Fourth-quarter TV

Revenue from client-supplied programing
Fourth quarter '88
Fourth quarter '89
% change

All other gross revenue from time sales
Fourth quarter '88
Fourth quarter '89
% change

Total gross revenue from time sales
Fourth quarter '88
Fourth quarter '89
% change

Less advertising agency commissions
Fourth quarter '88
Fourth quarter '89
% change

Total net revenue from time sales
Fourth quarter '88
Fourth quarter '89
% change

Year-to-date TV

Revenue from client-supplied programing
Full year '88
Full year '89
% change

All other gross revenue from time sales
Full year '88
Full year '89
% change

Total gross revenue from time sales
Full year '88
Full year '89
% change

Less advertising agency commissions
Full year '88
Full year '89
% change

Total net revenue from time sales
Full year '88
Full year '89
% change

*Does not include color insertion revenue

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According to figures compiled by the Broadcast Financial Management Association, revenue for the three television networks rose in the fourth quarter of 1989 compared to fourth quarter 1988 ("Closed Circuit," March 12). For the entire year the big three posted a slight drop, but the comparison is skewed since 1988 included Olympic and election advertising.

network revenue: 1989 vs. 1988

(Add 000)

Prime Time	Late Night	A.M.	Daytime	Children	Sports	News	Total
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
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network revenue: 1989 vs. 1988

(Add 000)

Prime Time	Late Night	A.M.	Daytime	Children	Sports	News	Total
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
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**Includes no political parties/candidates revenue for 1989

Today selling a station is 40% of the effort—the other 60% is getting it closed.

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The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Mar 26

We caught what went down in New York.

[illegible]

59th Year 1990

NAB NAB NAB NAB NAB NAB

The Pre-Convention Issue

Broadcasting Mar 26

Vol. 118 No. 13

Best laid plans on fin-syn...

FCC Chairman Sikes's summons to top network and Hollywood executives draws too few of latter to satisfy NBC President Bob Wright. His complaint becomes big news of week. **PAGE 35.**

CBS's Laurence Tisch (l) and MPAA's Jack Valenti in Washington

Setting HDTV standard...

FCC says it intends to approve simulcast HDTV standard in spring of 1993. At same time, FCC will consider enhanced-definition TV systems. **PAGE 38.**

Gearing up for NAB...

President Bush, 35 congressmen, all FCC commissioners and chief network executives are among newsmakers scheduled to addresss National Association of Broadcasters convention in Atlanta. **PAGE 45.** Daily agendas for BEA conference and NAB gathering begin on **PAGE 46.** Highlights of world's foremost annual broadcast equipment exhibition begin on **PAGE 62.** Listing of exhibiting companies and hospitality suites starts on **PAGE 70.**

37/ DILLER FIN-SYN ALTERNATIVE

Fox Inc. Chairman Barry Diller offers new approach to resolve fin-syn negotiations that includes permitting networks to produce and syndicate up to 50% of their own programing.

40/ GM'S BACK

General Motors puts about $35 million back in prime time.

85/ NBC MAY ADD SATURDAY NBA SHOW

Network's Saturday children's lineup may be shortened to accommodate half-hour NBA sports magazine.

86/ FOX'S SATURDAY A.M. LINEUP

Fox Children's Network unveils six programs expected to make up Fox's Saturday morning lineup next fall.

90/ CLASSIC ROCK: GROWING FAST

According to statistics compiled by Broadcasting, classic rock is fastest growing format in industry.

95/ SYNDEX SUBJECT OF SENATE HEARING

Broadcast and cable industry executives present opposing views at Senate hearing on FCC's syndicated exclusivity and network nonduplication rules.

86/ NBC NOSTALGIA PROGRAM

NBC News's new weekly nostalgia series *Memories Then and Now* gets commitment from NBC-owned station executives and 28 others.

'Memories' hosts Kathryn Kinley and Chuck Scarborough

100/ REVIEWING MEDIA ROLE IN PANAMA INVASION

Department of Defense report says media coverage of Panama invasion was hampered by department's obsession with secrecy and poor planning.

103/ ADVERTISER REACTION TO SHOWS

Advertising executives give this season's slate of possible future series higher marks than last year's lineup. However, reaction is mixed as to whether there are any breakout concepts in works.

127/ ABC DIPLOMAT

George Newi, executive vice president in charge of affiliate relations for ABC TV, has found his niche as link between network and affiliates.

DEPARTMENTS

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BY THE NUMBERS 1

NBC's *Cheers* was the number-one ranked show for the week ended March 18. But ABC's *America's Funniest Home Videos* continues to tickle America's funny bone—it was ranked number two overall with a 24.1/37, far outdistancing the competition on NBC (*ALF*) and CBS (*Murder, She Wrote*).

For the first time in its short history, Fox ended a week with two shows among the top 20 ranked programs. *The Simpsons* finished 11th overall and first in its Sunday 8:30 p.m. time period, with a 17.5/26. *Murder, She Wrote* was second (14.8/22), followed by NBC's movie (12.9/19) and ABC's *Elvis* (10.1/15).

Fox's *Married... With Children* finished 20th overall with a 15.4/23. The show was second in network competition in the Sunday 9 p.m. time period, behind CBS, which averaged about a 19/28. *Married* beat out movies on both NBC and ABC in the time period.

NBC was number one in prime time for the

"By the Numbers" continues on page 16

RATINGS ROUNDUP

Week 25 □ Mar. 12–Mar. 18

Rank/rating			Network	Show
1	▲	22.1/36	N	*Cheers*
2	▼	22.0/33	A	*Amer. Funniest Videos*
3		21.9/34	A	*Roseanne*
4		21.8/36	N	*Cosby Show*
5	▲	20.4/34	C	*60 Minutes*
6	▼	20.3/32	N	*A Different World*
7		19.7/32	C	*Sunday Movie:Gunsmoke*
7		19.7/30	A	*Wonder Years*
9	▲	18.1/29	A	*Who's the Boss?*
10	▼	17.9/27	N	*Heat of the Night*
11	▲	17.5/26	F	*Simpsons*
12	▼	17.4/31	N	*Golden Girls*
13	▲	17.1/29	N	*Unsolved Mysteries*
14	▼	17.0/31	N	*Empty Nest*
15	▼	16.7/26	A	*Coach*
15	▲	16.7/29	N	*L.A. Law*
17	▼	16.0/26	N	*Grand*
18	▲	15.7/25	C	*Designing Women*
19	▲	15.5/23	C	*Murder, She Wrote*
20	▲	15.4/23	F	*Married...With Children*
21	▲	15.3/25	A	*Head of the Class*
22	▲	15.1/26	A	*Growing Pains*
23	▼	14.8/23	C	*Murphy Brown*
24	▼	14.7/26	A	*Full House*
25	▲	14.5/24	N	*Monday Movie: Hill Strangler*
25	▲	14.5/22	C	*Rescue 911*
27	▲	14.1/23	A	*Doogie Howser, M.D.*
28	▲	14.0/22	N	*Hogan Family*
29	▲	13.8/26	A	*20/20*
30	▼	13.5/24	A	*Family Matters*
31	▼	13.4/21	N	*Night Court.*
32	▼	13.3/26	N	*Hunter*
32		13.3/24	N	*News Special: Change*
34	▼	13.2/20	N	*Matlock*
35	▼	13.1/22	C	*Newhart*
36	▲	12.8/21	C	*Major Dad*
37		12.7/21	C	*Jake and the Fatman*
37		12.7/22	A	*Perfect Strangers*
39	▼	12.4/21	C	*Knots Landing*
40	▼	12.3/22	N	*Amen*
40	▼	12.3/20	N	*Dear John*
40	▼	12.3/19	N	*Sunday Movie: Phantom, Pt.1*
43	▲	11.9/21	A	*Just the 10 of Us*
43	▼	11.9/19	A	*MacGyver*
43	▼	11.9/19	N	*My Two Dads*
46	▲	11.8/18	A	*Sunday Movie: Love & Lies*
47		11.5/18	N	*Sunday Movie: The Gifted One*
48	▲	11.3/22	A	*China Beach*
49		11.0/19	N	*Nasty Boys*
50	▲	10.8/18	A	*Anything But Love*
50	▲	10.8/16	C	*Tuesday Movie: K. Carpenter*
52	▼	10.7/19	C	*Dallas*
52	▼	10.7/17	A	*Father Dowling*
54	▲	10.6/19	N	*Baywatch*
55	▼	10.2/19	N	*ALF*
55	▼	10.2/19	N	*Quantum Leap*
57	▼	10.1/15	A	*Elvis*
57	▼	10.1/18	C	*His & Hers*
59	▼	10.0/18	A	*Young Riders*
60		9.8/15	C	*City*
60	▼	9.8/17	A	*thirtysomething*
62		9.7/18	N	*Mancuso, FBI*
63	▼	9.5/16	A	*Monday Movie: Brewster, Pt.2*
64	▼	9.2/18	C	*Wiseguy*
65		8.7/16	C	*Why, Charlie Brown?*
66		8.6/15	C	*B. Bunny: Battle-Video*
66	▼	8.6/16	C	*Falcon Crest*
68		8.4/13	C	*Island Son*
68	▲	8.4/13	F	*Open House*
70		8.3/13	F	*America's Most*
71	▼	8.2/13	C	*48 Hours*
72		8.0/15	F	*Cops*
73	▼	7.9/14	A	*Primetime Live*
74		7.8/15	C	*Paradise*
75	▼	7.3/14	A	*Mystery Movie: Kojak*
76	▼	7.1/13	A	*H.E.L.P.*
77		7.0/13	F	*Totally Hidden Video*
78	▲	6.6/10	F	*Alien Nation*
79	▼	6.0/10	C	*Grand Slam*
80	▼	5.7/9	F	*21 Jump Street*
81	▲	5.6/9	F	*Tracey Ullman*
82	▼	5.2/9	F	*Booker*
83		4.7/8	A	*To Be Free: Nat'l. Lit*
84	▲	4.1/7	F	*Gary Shandling Show*
85	▼	4.0/7	F	*Night at the Movies: Wisdom*
86	▼	3.9/7	F	*Reporters*

Guide to symbols

▼ —Down in rank from last week ▲ —Up in rank from last week ■ —Premiere broadcast —No ranking change

Source: Nielsen Media Research

FREEZE FRAMES: Syndication Scorecard*

Week ended Mar. 12

Rank	Program (Syndicator)	Rtg	Stns	Covg
1	Wheel of Fortune, syn. (King World)	15.2	233	99
2	Jeopardy! (King World)	13.4	215	98
3	Cosby Show (Viacom)	9.4	204	98
4	Current Affair (20th Century Fox TV)	9.2	192	96
4	Wheel of Fortune, wknd. (King World)	9.2	206	93
6	Star Trek: Next Generation (Paramount)	9.1	235	98
7	Oprah Winfrey (King World)	8.7	213	98
8	Entertainment Tonight (Paramount)	8.5	177	96
9	Donahue (Multimedia)	6.4	223	99
10	Geraldo (Paramount)	5.8	190	95
10	Mama's Family, syn. (Lorimar)	5.8	174	91
10	Star Search (TPE)	5.8	156	96
13	Family Feud 2 (LBS)	5.5	136	88
14	Inside Edition (King World)	5.4	105	79
14	People's Court (Warner Bros. Domestic TV)	5.4	174	90
14	Warner Bros. Prem. Edition	5.4	119	91
	The following shows were rated, but not ranked			
	Wrestling Network	7.4	173	93
	World Wrestling Federation (WWF)	9.1	246	97

*Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research.

BY THE NUMBERS 2

Summary of Broadcasting & Cable

BROADCASTING			
SERVICE	ON AIR	CP's	TOTAL *
Commercial AM	4,977	253	5,230
Commercial FM	4,273	834	5,107
Educational FM	1,424	270	1,694
Total Radio	10,674	1,357	12,031
Commercial VHF TV	549	19	568
Commercial UHF TV	550	186	736
Educational VHF TV	123	5	128
Educational UHF TV	224	23	247
Total TV	1,446	233	1,679
VHF LPTV	300	205	505
UHF LPTV	457	1,508	1,965
Total LPTV	757	1,713	2,470
FM translators	1,818	318	2,136
VHF translators	2,722	125	2,847
UHF translators	2,205	403	2,608

CABLE†	
Total subscribers	53,238,000
Homes passed	73,900,000
Total systems	9,500
Household penetration†	57.8%
Pay cable penetration	29.4%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. ¹ Construction permit. ² Instructional TV fixed service. ³ Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

"By the Numbers" continues from page 15.

week, averaging a 13.8/23. CBS nudged out ABC for second place with an 11.7/20, followed by ABC's 11.5/19. It was the second time in three weeks CBS placed second.

Season to date, NBC leads with a 14.7/24, followed by ABC 12.9/21, and CBS 12.3/20.

In the network evening news standings, ABC was first for the week with a 10.6/21, followed by NBC with a 9.3/19 and CBS with 9.1/18.

MarketScope

Most media stock groups were mixed the past week, during which the overall market rose slightly. But cable operator issues continued to fall hard, presumably by legislative concerns. A number of MSO stocks reached new 52-week lows, including Jones Intercable, down 12% for week to 9¾, and Cablevision Systems, which closed Wednesday at 25⅛. Short interest in Cablevision grew 16% from Feb. 15 to March 15, to 372,2000 or 37 times average daily volume. Other MSO stocks affected included TCA Cable, down to 12¼, Telecommunications A stock, down to 13½, and United Artists Entertainment, down to 13¼. On the cable service side, Burnup & Sims also hit a new low and closed Wednesday at 14. Reaction to MCA's purchase of Geffen Records was said to have cause a slide in that stock to 50⅞, just shy of a 52-week low. In the other direction, King World Productions hit a 52-week high and closed Wednesday at 43¾ on renewed rumors of a possible sale of the company. Meanwhile, short interest in Spelling for the period ending March 15 was up 85% to 202,207, or nine times daily volume. For the week, Spelling stock was flat at $10.

Stock Index Notes: T-Toronto, A-American, N-NYSE, O-NASDAQ. Bid prices and common A stock used unless otherwise noted. P/E ratios are based on earnings per share for the previous 12 months as published by Standard & Poor's or as obtained by Broadcasting's own research.

STOCK INDEX 1

BROADCASTING

	Closing Wed Mar 21	Closing Wed Mar 14	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
N (CCB) Capital Cities/ABC	523 1/2	508	15 1/2	03.05	21	9,422
N (CBS) CBS	174 1/4	179 1/4	- 5	- 02.78	16	4,120
A (CCU) Clear Channel	13 3/4	14	- 1/4	- 01.78	-114	53
O (JCOR) Jacor Commun.	5 1/8	5 7/8	- 3/4	- 12.76	-3	50
O (LINB) LIN	83	85 1/2	- 2 1/2	- 02.92	44	4,278
O (OBCCC) Olympic Broadcast	1/8	1/8		00.00		
O (OSBN) Osborn Commun.	10 1/8	9 3/4	3/8	03.84	-48	70
O (OCOMA) Outlet Commun.	19 1/4	19 1/2	- 1/4	- 01.28	12	126
A (PR) Price Commun.	4 7/8	5 1/8	- 1/4	- 04.87	-5	44
O (SAGB) Sage Broadcasting	2 1/4	2 1/4		00.00	-2	6
O (SCRP) Scripps Howard	60	60		00.00	30	619
O (SUNNC) SunGroup Inc.	1 1/4	1	1/4	25.00	-1	2
O (TLMD) Telemundo	5 3/4	5 5/8	1/8	02.22	-2	131
O (TVXGC) TVX Broadcast	5	4 3/4	1/4	05.26		30
O (UTVI) United Television	33	32 1/2	1/2	01.53	5	380

BROADCASTING WITH OTHER MAJOR INTERESTS

	Closing Wed Mar 21	Closing Wed Mar 14	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
N (BLC) A.H. Belo	35 1/8	34	1 1/8	03.30	40	[illegible]
N (AFL) American Family	15	15		00.00	14	[illegible]
O (ACCMA) Assoc. Commun.	31 5/8	32 1/4	- 5/8	- 01.93	-71	[illegible]
N (CCN) Chris-Craft	33 3/4	33	3/4	02.27	1	[illegible]
O (DUCO) Durham Corp.	29 1/2	31	- 1 1/2	- 04.83	29	[illegible]
N (GCI) Gannett Co.	39 3/4	40 3/4	- 1	- 02.45	16	[illegible]
O (GACC) Great Am. Comm.	7 5/8	8 1/4	- 5/8	- 07.57	-1	[illegible]
A (HTG) Heritage Media	3 3/4	3 5/8	1/8	03.44	-3	[illegible]
N (JP) Jefferson-Pilot	39 1/4	39 3/8	- 1/8	- 00.31	11	[illegible]
N (LEE) Lee Enterprises	27 1/2	28	- 1/2	- 01.78	15	[illegible]
N (LC) Liberty	47 3/4	47 3/8	3/8	00.79	14	[illegible]
N (MHP) McGraw-Hill	53 1/2	52 3/4	3/4	01.42	13	[illegible]
A (MEGA) Media General	29 1/2	28 5/8	7/8	03.05	155	[illegible]
N (MDP) Meredith Corp.	32	31 1/4	3/4	02.40	18	[illegible]
O (MMEDC) Multimedia	76 1/2	75	1 1/2	02.00	67	[illegible]

BY THE NUMBERS 3

STOCK INDEX 2

	Closing Wed Mar 21	Closing Wed Mar 14	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
A (NYTA) New York Times	24 1/4	24	1/4	01.04	13	[illegible]
N (NWS) News Corp. Ltd.	16 3/8	16 5/8		00.00	6	4,403
O (PARC) Park Commun.	20 7/8	19 1/2	1 3/8	07.05	22	432
O (PLTZ) Pulitzer Publishing	27 1/4	27 1/4		00.00	13	285
O (REL) Reliance Group Hold.	5 3/4	6 1/8	- 3/8	- 06.12	-7	428
O (RTRSY) Reuters Ltd.	52	50 5/8	1 3/8	02.71	28	23,021
O (STAUF) Stauffer Commun.	146	146		00.00	40	146
N (TMC) Times Mirror	36	38 1/2	- 2 1/2	- 06.49	14	4,651
O (TMCI) TM Communications	1/8	1/8		00.00	-1	
N (TRB) Tribune	44 1/4	43 3/4	1/2	01.14	14	3,125
A (TBSA) Turner Bcstg. 'A'	47 3/8	47 3/8		00.00	-61	2,348
A (TBSB) Turner Bcstg. 'B'	44 3/4	45 3/8	- 5/8	- 01.37	-58	1,189
A (WPOB) Washington Post	275	275		00.00	19	3,489

PROGRAMING

	Closing Wed Mar 21	Closing Wed Mar 14	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
O (ALLT) All American TV	3 3/8	3 3/8		00.00		4
A (CLR) Color Systems	2 3/8	2 1/4	1/8	05.55	-1	12
O (DCPI) dick clark prod.	6	6 1/8	- 1/8	- 02.04	22	49
N (DIS) Disney	114 7/8	115 3/8	- 1/2	- 00.43	22	15,456
O (FNNI) Financial News	7 1/8	7 1/8		00.00	32	128
A (FE) Fries Entertain.	2 1/8	2 3/8	- 1/4	- 10.52	-1	10
A (HHH) Heritage Entertain.	1 1/4	1 1/4		00.00	-1	9
A (HSN) Home Shopping Net.	7 1/4	6 7/8	3/8	05.45	45	650
N (KWP) King World	43 3/4	40 1/8	3 5/8	09.03	15	1,105
O (KREN) Kings Road Entertain.				00.00		0
N (MCA) MCA	50 1/2	54 1/2	- 4	- 07.33	16	3,701
N (MGM) MGM/UA Commun.	17 3/8	17 1/4	1/8	00.72	-11	886
N (NNH) Nelson Holdings	9 1/4	9 3/4	- 1/2	- 05.12		39
N (NNET) Nostalgia Network	1 1/8	1 1/4	- 1/8	- 10.00	-1	6
N (OPC) Orion Pictures	21 1/2	22 1/4	- 3/4	- 03.37	28	387
N (PCI) Paramount Commun.	45	46 1/8	- 1 1/8	- 02.43	14	5,356
N (PLA) Playboy Ent.	13 3/4	14 1/4	- 1/2	- 03.50	-152	129
O (QNTQE) Qintex Ent.	1 1/4	1 1/4		00.00		26
O (QVCN) QVC Network	16 3/8	17 1/4	- 7/8	- 05.07	34	165
O (RVCC) Reeves Commun.	6 3/4	6 3/4		00.00	-6	85
O (RPICA) Republic Pic. 'A'	8	8 1/4	- 1/4	- 03.03	88	34
O (RPICB) Republic Pic. 'B'	7 3/4	7 3/4		00.00	86	33
O (SP) Spelling Entertainment	10	10		00.00	27	331
O (JUKE) Video Jukebox Net.	8 7/8	8 3/4	1/8	01.42	-27	83
O (WONE) Westwood One	6	6 7/8	- 7/8	- 12.72	-4	87

SERVICE

	Closing Wed Mar 21	Closing Wed Mar 14	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
O (AGRP) Andrews Group	3 5/8	3 5/8		00.00	-2	35
O (BSIM) Burnup & Sims	14	14		00.00	16	176
N (CQ) Comsat	33 1/8	36	- 2 7/8	- 07.99	9	566
N (DNB) Dun & Bradstreet	[illegible]	[illegible]	- 1/8	[illegible]	11	8,740
N (FCB) Foote Cone & B.	23 1/4	22 5/8	5/8	02.76	20	250
O (GREY) Grey Advertising	160	150	10	06.66	14	183
O (IDBX) IDB Communications	9 1/4	8 3/4	1/2	05.71	462	45
N (IPG) Interpublic Group	33	33 1/8	- 1/8	- 00.37	16	1,139
O (OMCM) Omnicom Group	23	23		00.00	12	[illegible]
N (SAA) Saatchi & Saatchi	6 3/8	6 7/8	- 1/2	- 07.27	-5	986
O (TLMT) Telemation	2 1/2	2 1/2		00.00	5	11
A (UNV) United Video	9 3/4	10 1/2	- 3/4	- 07.14	15	28

CABLE

	Closing Wed Mar 21	Closing Wed Mar 14	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
A (ATN) Acton Corp.	12 3/4	12 1/2	1/4	02.00	2	20
O (ATCMA) Am. TV & Comm.	33	34	- 1	- 02.94	46	3,597
O (CTEX) C-Tec Corp.	17 3/4	18 3/4	- 1	- 05.33	28	308
A (CVC) Cablevision Sys. 'A'	25 5/8	25 3/4	- 1/8	- 00.48	-4	567
A (CTY) Century Comm.	8 5/8	8	5/8	07.81	-11	562
O (CMCSA) Comcast	14	14 3/8	- 3/8	- 02.60	-11	1,570
A (FAL) Falcon Cable Systems	16 1/4	16 7/8	- 5/8	- 03.70	-28	103
O (JOIN) Jones Intercable	9 3/8	10 7/8	- 1 1/2	- 13.79	-4	116
N (KRI) Knight-Ridder	54 1/2	56 1/8	- 1 5/8	- 02.89	12	2,823
T (RCI.A) Rogers Commun. 'A'	109	108	1	00.90	-31	486
T (RCI.B) Rogers Commun. 'B'	80 3/4	80 1/2	- 0.13	-0.20	-23	1,088
O (TCAT) TCA Cable TV	12 7/8	13 1/2	- 5/8	- 04.62	26	311
O (TCOMA) Tele-Commun.	13 5/8	14 1/4	- 5/8	- 04.38	-27	4,808
N (TWX) Time Warner	95 1/2	99	- 3 1/2	- 03.53	212	6,142
O (UAECA) United Art. Ent. A	13 3/4	13 3/4		00.00	-7	1,915
O (UAECB) United Art. Ent. B	14 3/4	14 7/8	- 1/8	- 00.84	-7	985
N (VIA) Viacom	52 3/8	52 5/8	- 1/4	- 00.47	24	2,795
N (WU) Western Union	25/32	7/8	- 3/32	- 10.71		40

EQUIPMENT & MANUFACTURING

	Closing Wed Mar 21	Closing Wed Mar 14	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
N (MMM) 3M	84 1/4	81 5/8	2 5/8	03.21	15	18,872
N (ARV) Arvin Industries	15 7/8	15 1/8	3/4	04.95	41	288
O (CCBL) C-Cor Electronics	11 3/4	11	3/4	06.81	9	40
N (CHY) Chyron	1 7/8	1 7/8		00.00	-13	21
A (COH) Cohu	9 5/8	10 1/8	- 1/2	- 04.93	6	18
N (EK) Eastman Kodak	39	38 7/8	1/8	00.32	14	12,652
N (GRL) Gen. Instrument	35 1/4	35 3/8	- 1/8	- 00.35	11	982
N (GE) General Electric	64 1/8	63	1 1/8	01.78	15	57,888
N (HRS) Harris Corp.	33	31 5/8	1 3/8	04.34	48	1,280
N (MAI) M/A Com. Inc.	4 1/4	4 3/8	- 1/8	- 02.85	425	101
N (IV) Mark IV Indus.	12 3/4	12 7/8	- 1/8	- 00.97	3	187
O (MATT) Matthews Studio	1 15/16	1 15/16		00.00	96	11
O (MCDY) Microdyne	3 5/8	3 5/8		00.00	40	14
O (MCOM) Midwest Commun.	3 7/8	4	- 1/8	- 03.12	11	11
N (MOT) Motorola	68 1/8	65 1/4	2 7/8	04.40	18	8,870
N (OAK) Oak Industries	1	1 1/8	- 1/8	- 11.11	-33	82
A (PPI) Pico Products	1 1/4	1 3/8	- 1/8	- 09.09		4
N (SFA) Sci-Atlanta	22 7/8	23 1/4	- 3/8	- 01.61	14	526
N (SNE) Sony Corp.	48 1/4	51 5/8	- 3 3/8	- 06.53	22	13,836
N (TEK) Tektronix	13 3/8	13 1/2	- 1/8	- 00.92	148	387
N (VAR) Varian Assoc.	25 3/8	24 1/2	7/8	03.57	16	511
O (WGNR) Wegener	2	1 7/8	1/8	06.66	10	14
N (WX) Westinghouse	75 1/8	73 5/8	1 1/2	02.03	12	10,218
N (ZE) Zenith	9 5/8	9 1/2	1/8	01.31	-9	257
Standard & Poor's 400	[illegible]	[illegible]			[illegible]	[illegible]

tion: Nan Siemer [illegible]

April 20-21 — [illegible]

April 20-22 — [illegible] *Foundation* [illegible] *Ford Foundation* [illegible] *Los Angeles Times* [illegible] (213) [illegible]

April 20-25 — [illegible]

April 21 — [illegible]

April 21 — [illegible]

April 21 — [illegible]

■ **April 21** — [illegible]

April 22-25 — [illegible]

April 23 — [illegible]

fourth annual regional seminar, "Meeting the New [illegible]" [illegible]

April 23 — [illegible] *Society* [illegible]

April 24 — [illegible]

April 24 — [illegible]

April 24-25 — [illegible]

April 25 — [illegible]

April 25 — [illegible]

■ **April 25-26** — [illegible]

Open Mike

Clarification

EDITOR: It is very disturbing to discover that your publication, among the most reputable in the industry, has printed a story with data that is so inaccurate that it breaks every basic rule of television research. I am referring to your March 5 article on the syndication rankings.

In reporting the deliveries of several shows, BROADCASTING compares the week of Nielsen Television Index ratings from the week ending Feb. 18, 1990, to the February 1989 or November 1989 Cassandra Ranking Report numbers. These are two separate studies with two completely different samples and methodologies whose only common attribute is that they are produced by the same company.

The result is a completely invalid analysis which undermines the dominant February performances of King World's *Wheel of Fortune*, *Jeopardy!* and *The Oprah Winfrey Show* with nonexistent drastic declines. Even more distressing is your book-to-book (rather than year-to-year) comparison that depicts *Inside Edition* as declining, when in fact its week ending Feb. 18, 1990, rating is up 10% from February 1989 and 12% from November 1989 on an NTI basis, the latter of which generated a larger increase than *Hard Copy* achieved during that same period.—*[illegible], vice president, public relations, King World Productions, New York.*

Editor's note: [illegible]

Prediction's coming true

EDITOR: Many thanks for the opportunity to contribute a "Monday Memo" (BROADCASTING, Feb. 12). [illegible]

[illegible]

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Contemporary hit tops top two markets

Birch ratings show format strong in New York and Los Angeles, followed by urban contemporary

Just-released Winter 1990 Birch ratings reveal the continued strength of contemporary hit and urban contemporary formats in the country's top two markets, New York and Los Angeles. Also faring well in the Birch survey were album oriented rock FM outlets and news and news/talk AM stations.

Urban radio captured the number one spot in the nation's top radio market. Summit Broadcasting's WRKS(FM) New York, scored a 6.2, age 12+, average quarter hour rating, Monday-Sunday, 6 a.m.-midnight, retaining first place but down from a fall Birch rating of 6.3. Emmis Broadcasting's contemporary hit outlet, WQHT-FM, scored a 5.7 rating, up from a fall 5.6 share. Rounding out the top three spots, Malrite Communications' contemporary hit outlet, WHTZ(FM), dropped from a fall rating of 6.0 to 5.6, and from second to third place.

Group W's new album oriented rock outlet, WNEW-FM, pulled in a 5.2 rating and fourth place, up from the fall book's 5.0. Sharing the fourth spot is Inner City Broadcasting's urban contemporary station WBLS-FM, scoring a 5.2 rating up from its fall Birch book rating of 4.6. Viacom Broadcasting's soft contemporary outlet, WLTW-FM, pulled in a 4.0 rating slightly up from the fall book's 3.7. Group W scored again in the top 10 with all news formatted WINS(AM) registered a 3.9 rating, down from fall's 4.1.

The oldies formatted CBS station, WCBS-FM, improved to 3.8 from the fall 3.6 rating, and contemporary hit outlet WPLJ-FM (Capital Cities/ABC) improved to a 3.5 rating from a fall 3.4. Rounding out the top 10 were Park Communications' simulcast easy listening stations, WPAT-AM-FM, down slightly to 3.4, from the fall rating of 3.7, and ABC's WABC(AM) talk outlet, up from 3.0 in the fall to a 3.4. Buckley Broadcasting's news/talk formatted WOR(AM) was down slightly from a fall 3.4 to a 3.2 rating and Infinity Broadcasting's WXRK-FM classic rock station was slightly down to 3.2 from a fall rating of 3.3.

The second-ranked Los Angeles market ratings revealed contemporary hit formatted stations as the leaders. Consistent with the summer Birch survey, Emmis Broadcasting's KPWR-FM tops the market with an 8.2 rating, up from its fall 7.7, and Gannett Broadcasting's KIIS-AM-FM at 6.7 in second place (dropping from a fall 7.2 rating). Third place goes to the adult contemporary format, with a big gain posted by Cox Communications' soft contemporary outlet KOST-FM, up to a 6.0 from the fall rating of 4.9. Capital Cities/ABC album oriented rock outlet KLOS(FM) is down to a 5.4 rating from a fall 6.5. Co-owned news/talk KABC(AM) shows up in sixth place with a 4.4 rating, down from its fall book of 5.2.

Westwood One's KQLZ(FM), with its "rock hit radio format," moved from a fall rating of 4.8 and sixth place to 4.2 and seventh. Infinity Broadcasting's album oriented rock outlet, KROQ-FM Pasadena, dropped to a 4.0 rating from a fall rating of 4.1. Another recent Group W acquisition, new adult contemporary outlet KTWV-FM, dropped from a fall rating of 3.3 to a 3.1 share.

Rounding out the top 10 in Los Angeles were Malrite Communications' country station KZLA-FM, down to 2.8 from a fall book number of 3.1. Five stations tied at the number 10 spot with a 2.6 rating (apiece) in the winter book: Group W's KFWB(AM) all news; urban contemporary outlet KJLH-FM; all news KNX(AM); and two Spanish stations, KWKW(AM) and KLVE-FM.

All results are based on Birch Radio Quarterly Summary Reports for the two markets indicated, for the survey period beginning Dec. 1 and ending Feb. 27 (time frame includes three survey periods: Dec. 1-30, Jan. 2-31 and Feb. 1-27). Data used is supplied by Birch/Scarborough Research and is copyrighted. **-LC**

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Classic rock: Radio's fastest growing format

Country is still king, followed closely by adult contemporary

Radio operators are pursuing the aging baby boomers, according to format statistics compiled by BROADCASTING. The fastest growing format in the industry is classic rock, with 159 stations carrying the format as of December 1989, a 72.8% increase since December 1988's figure of 92. Also driven by the same target audience is the second fastest growing format, oldies, going from 603 stations to 723 in the same time period, a 20% increase. Posting strong gains as well were information formats, talk, news and news/talk, gaining at a rate just under 20%.

"Classic rock and oldies formats are flourishing," said Ed Shane of Houston-based Shane Media Services, "because the population has aged and is looking back on its own history." Oldies is a 1960's and 1970's top 40-based format with a core audience aged 35 to 54. Classic rock, based on "deeper" cuts performed by popular rock artists, has a core of 25 to 54, but, according to Shane, both are "powerful" formats and transcend the core audience on both ends of the scale. "They are the modern nostalgia formats," he said.

Country radio is by far the dominant format in the U.S., with 2,496 stations carrying some variation. It added 75 stations to its roster last year, a 3% increase. "The same baby boomers that are driving the oldies and classic rock growth are fueling the country growth," Shane said, in particular because the newer country music is an important format for "disenfranchised rockers." Citing musicians such as The Desert Rose band, The Traveling Wilburys and The Highwaymen, Shane points out that musicians disillusioned with rock have "adopted the rock elements and gone country."

John Parikhal, CEO of Joint Communications, sees the trend growing out of a deeper change in society. "[There is] increasing urbanization of country music—

The ups and downs of radio formats

	Total Stations			AM's			FM's			Commercial			Noncommercial		
	Feb	*Feb*		*Feb*	*Feb*		*Feb*	*Feb*		*Feb*	*Feb*		*Feb*	*Feb*	*%*
Format	*89*	*90*	*% ch*	*89*	*90*	*% ch*	*89*	*90*	*% ch*	*89*	*90*	*% ch*	*89*	*90*	*ch*
Country	2421	2496	3.09	1483	1447	2.42	938	1049	11.8	2410	2485	3.1	11	11	0.0
Adult contemp.	2325	2307	-0.77	1043	957	8.2	1282	1350	5.3	2279	2261	-0.78	46	46	0.0
Religious/gospel	1054	1220	15.7	643	727	13.06	411	493	19.95	809	902	11.49	245	318	29.79
CHR/top 40	984	972	1.2	188	163	13.29	796	809	1.6	891	885	0.67	93	87	6.45
MOR	729	595	18.38	560	473	[illegible]	[illegible]	[illegible]	[illegible]	706	576	18.4	23	19	-17.3
Oldies	603	723	19.9	451	516	14.4	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	6	3	50.0
Classic rock	92	159	72.8	27	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	8	6	25.0
Diversified	614	603	1.79	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	422	423	0.23
AOR	486	491	1.02	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	153	143	-6.5
Talk	408	488	19.6	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	48	59	22.9
Beautiful music	403	372	7.6	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	32	3.2
News	384	460	19.8	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	106	120	13.2
Classical	355	376	5.9	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	5.74
Jazz	296	297	0.33	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	17.3
Big band/nostalgia	259	248	4.24	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	11	7	36.4
Educational	259	241	6.94	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	252	237	5.95
Spanish	237	261	10.1	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	17	19	11.7
Urban contemp.	193	208	7.7	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	17	20	17.6
Black	186	174	6.45	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	23	24	4.34
Agricultural	157	134	14.6	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	3	1	66.6
Progressive	127	143	12.5	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	113	131	15.9

now we have suburban country [and] younger stars doing traditional music with a youth viewpoint," he said. Parikhal added that the shift in emphasis in songs reflects the power of country music in focusing on getting in touch with one's longings.

An industry trend that is both noteworthy and makes sense, said Shane, is the increase in the information-driven formats. He sees two factors propelling the growth of those formats, namely, "the climate of panic and desperation on the part of AM broadcasters" and the ensuing popularity of talk and news networks. "Many AM stations that are not sure what to do are going the talk route," said Shane. "They are looking for [financially] accessible programing." Shane believes that networks such as Business Radio Network, Sun Radio, American Radio and others that are news and talk intensive have contributed to the proliferation of the format.

Bruce Marr, of Reno-based Bruce Marr & Associates, concurs with Shane's perception: "Information-driven formats are about the only thing that work on the AM dial," he said, "and there is so much more good network product, stations can get into it without having to do it locally."

The second dominant format in the country is adult contemporary, with 2,307 stations carrying the format. That number is a 0.77% decrease from 1988's 2,325. Shane attributes that decrease to fragmentation of the format, with programers fine tuning their product into formats such as "New Age," "Hot A/C" and a variety of others. Said Shane: "Adult contemporary has been the most fragmented because it has tried to be too many things to too many people."

Religious and gospel stations increased at a 15.7% rate, and steady gains were posted by the progressive format (12.5% increase), urban contemporary format (7.7% increase) and Spanish format (10.1% increase).

The Spanish format increases are overdue, said Shane. "The Hispanic ethnic group is the fastest growing in the country," he said, "and it is a huge area that has gone underserved except in the Southwest and Florida." Shane sees this format continuing on an upward trend because advertisers are "beginning to spend a lot of money in that area."

Joint Communications' Parikhal notes that the smart advertisers have been in the Hispanic market all along. "Not only that," he said, "but the population is increasing rapidly and Hispanic broadcasters have become more sophisticated operators."

Finally, another network growing at a steady rate—8%—is urban contemporary. "One of the things about urban," said Shane, "is that it gets a station a lot of excitement fast—people talk about it—it creates a buzz," he said. –LC

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59th Year 1990

MUST PAY

Broadcasting Apr 2

Vol. 118 No. 14

43/ If carry/must pay bill introduced

Senator Daniel Inouye introduces bill, which is topic of Communications Subcommittee hearing, but stops short of endorsing it. Legislation is widely supported by broadcasters, called "brutally anticonsumer" by cable. Hearing also focuses on cable reregulation as senators prepare to move bill

NCTA's Jim Mooney with CBS's Jay Kriegel at Senate hearing

48/ FCC on the record

Five FCC commissioners share their views on key upcoming issues: expanded AM band, abuse of process, FM translators, cable reregulation, telco entry and indecency

63/ NAB '90 in Atlanta

Broadcasting industry goes to Atlanta for National Association of Broadcasters' convention at Georgia World Congress Center. Among highlights are state of industry address by NAB President Eddie Fritts and President George Bush's first appearance at NAB convention. (Convention agenda, listing of exhibitors and hospitality suites begin on page 64.)

44/ MR. KRIEGEL GOES TO WASHINGTON

Jay Kriegel's clout at CBS is said to exceed that of everyone but CEO Laurence Tisch, with whom his ties are strong. As head of CBS strategy in Washington, Kriegel is now in thick of broadcasting's battle for must pay

50/ TV MARTI LAUNCH

TV Marti goes on air. Cuba jams signal within minutes and says that in future it will "prevent any new attempt to use our radio-electric spectrum by force."

51/ AS CABLE SEES IT

On eve of NAB convention, James Mooney, president of National Cable Television Association, explores prospects for agreement between broadcasting and cable industries.

98/ MARKET REPORT

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Vetter Communications' Chairman Cyril Vetter is lawyer, entrepreneur and former triathlete. He is also champion of broadcasters if carry/must pay policy, one he believes will lead to more equitable relationship between broadcast and cable industries

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BY THE NUMBERS 1

NBC won the prime time ratings race for the 23rd consecutive week (ended March 25), with *Cosby* reappearing in the top spot after a few weeks out of the limelight. And for the second week in a row, Fox had record setting gains on Sunday night. For the first time, the fledgling network had two programs in the top 15 ranked shows—13th-ranked *Married ...with Children* and 14th-ranked *The Simpsons*.

Married captured its Sunday 9 p.m. time period with an average 17 rating/26 share. The three other networks all programed made-for-television movies from 9 p.m. to 11 p.m., and the closest competition to the Fox show from 9 p.m. to 9:30 p.m. was the first half-hour of NBC's *Old Man and the Sea*, which averaged a 13.7/21.

Married's 8:30 p.m. lead-in, *The Simpsons*, placed second in network competition with a 16.9/25, second only to the second half-hour of CBS's *Murder, She Wrote*, which averaged an

"By the Numbers" continues on page 16

RATINGS ROUNDUP

Week 26 □ Mar. 19–Mar. 25

Rank/rating □			Network □	Show
1	▲	23.2/36	N	*Cosby*
2		22.6/36	A	*Amer. Funniest Videos*
3		22.4/34	A	*Roseanne*
4	▲	21.1/36	C	*60 Minutes*
5	▲	20.8/34	N	*A Different World*
6	▼	20.5/33	N	*Cheers*
7	▼	20.3/36	N	*Golden Girls*
8	▲	19.4/34	N	*Empty Nest*
9	▼	19.3/29	A	*Wonder Years*
10	▼	18.7/33	N	*L.A. Law*
11	▲	18.0/28	A	*Coach*
12	▲	17.4/26	C	*Murder, She Wrote*
13	▲	17.0/26	F	*Married...With Children*
14	▼	16.9/25	F	*Simpsons*
14	▲	16.9/29	N	*Unsolved Mysteries*
16	▼	16.6/26	N	*Heat of the Night*
17	▲	16.5/25	N	*Matlock*
18	▲	16.3/27	N	*Grand*
19	▲	16.1/29	A	*Full House*
20	▼	15.7/25	A	*Who's the Boss?*
21	▲	15.0/30	N	*Hunter*
22	▲	14.9/24	N	*Sunday Movie: Old Man*
23	▲	14.8/26	A	*Family Matters*
24	▼	14.5/22	C	*Murphy Brown*
25	▼	14.4/22	C	*Designing Women*
25	▲	14.4/25	A	*Perfect Strangers*
27		14.1/23	A	*American Comedy Awards*
27	▼	14.1/24	A	*Growing Pains*
29	▲	14.0/23	N	*Night Court*
30	▼	13.5/22	A	*Doogie Howser, M.D.*
31		13.1/24	N	*Family for Joe Special*
31	▲	13.1/24	N	*ALF*
31	▼	13.1/20	N	*Hogan Family*
31	▲	13.1/22	A	*Just the 10 of Us*
31	▲	13.1/21	A	*MacGyver*
36		13.0/19	A	*Doogie Howser, M.D. Special*
36	▼	13.0/22	A	*Head of the Class*
36	▼	13.0/20	C	*Rescue: 911*
36	▲	13.0/23	A	*thirtysomething*
40		12.6/22	N	*Fri. Movie: Too Good*
40	▼	12.6/21	C	*Newhart*
42	▼	12.3/20	N	*Monday Movie: Phantom, Pt.2*
43	▼	12.2/20	C	*Major Dad*
44	▼	12.1/20	C	*Jake and the Fatman*
45		11.9/21	N	*Midnight Caller*
46	▼	11.8/22	A	*20/20*
47	▼	11.4/19	A	*Sun. Movie: Dangerous Mission*
47		11.4/20	C	*NCAA Basketball*
49	▼	11.3/18	N	*My Two Dads*
49	▲	11.3/18	A	*Young Riders*
51	▼	11.0/18	C	*Sun. Movie: Com. Ground, Pt.1*
52	▲	10.8/19	N	*Baywatch*
52		10.8/18	A	*Father Dowling*
54	▼	10.6/20	A	*China Beach*
55	▼	10.5/18	A	*Anything But Love*
56	▼	10.4/17	C	*Tuesday Movie: Suspect*
57		10.1/19	N	*News Special: Hollywood*
58	▼	10.0/18	C	*His & Hers*
59		9.9/17	C	*NCAA Basketball*
60		9.7/22	C	*NCAA Basketball*
60	■	9.7/16	C	*Sydney*
62		9.5/16	A	*Life Goes On*
63	▼	9.4/15	C	*City*
64	■	9.3/16	F	*Outsiders*
64		9.3/18	C	*Wiseguy*
66	▲	8.9/16	A	*Primetime Live*
67	▲	8.4/15	C	*Paradise*
68	▲	8.0/12	F	*America's Most Wanted*
68	■	8.0/14	C	*Normal Life*
70		7.9/13	N	*World of Disney: The Rescue*
70		7.9/14	C	*Tour of Duty*
72		7.8/18	C	*NCAA Basketball*
73	▲	7.6/14	F	*Totally Hidden Video*
74	▼	7.1/13	F	*Cops*
75		7.0/14	C	*Sat. with Connie Chung*
76	▼	6.2/12	A	*Mystery Movie: C. Cromwell*
77	▲	5.5/9	F	*21 Jump Street*
78	▼	5.3/10	A	*H.E.L.P*
79	▼	5.1/8	F	*Alien Nation*
80	▲	5.0/8	F	*Booker*
81	▲	3.8/7	F	*Reporters*

Guide to symbols

▼ —Down in rank from last week ▲ —Up in rank from last week ■ —Premiere broadcast —No ranking change

Source: Nielsen Media Research

FREEZE FRAMES: Syndication Scorecard *

Week ended Mar. 19

Rank	Program (Syndicator)	Rtg	Stns	Covg
1	Wheel of Fortune, syn. (King World)	14.1	233	99
2	Jeopardy! (King World)	13.0	215	98
3	Star Trek: Next Generation (Paramount)	9.4	204	98
4	Cosby Show (Viacom)	9.0	192	96
5	Entertainment Tonight (Paramount)	8.6	206	93
6	Oprah Winfrey (King World)	8.5	235	98
7	Current Affair (20th Century Fox TV)	8.2	213	98
8	Wheel of Fortune, wknd. (King World)	6.4	177	96
9	Geraldo (Paramount)	5.9	223	99
10	Univ. Pictures Debut Net.	5.8	190	95
11	Star Search (TPE)	5.7	174	91
12	Donahue (Multimedia)	5.6	156	96
13	Family Feud 2 (LBS)	5.3	136	88
13	Mama's Family, syn. (Lorimar)	5.3	105	79
15	Hard Copy (Paramount)	5.1	174	90
15	People's Court (Warner Bros. Domestic TV)	5.1	119	91

The following shows were rated, but not ranked

Program	Rtg	Stns	Covg
Wrestling Network	6.7	173	93
World Wrestling Federation (WWF)	9.1	245	97

*Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research.

Summary of Broadcasting & Cable

BROADCASTING			
SERVICE	ON AIR	CP's[1]	TOTAL *
Commercial AM	4,977	253	5,230
Commercial FM	4,273	834	5,107
Educational FM	1,424	270	1,694
Total Radio	10,674	1,357	12,031
Commercial VHF TV	549	19	568
Commercial UHF TV	550	186	736
Educational VHF TV	123	5	128
Educational UHF TV	224	23	247
Total TV	1,446	233	1,679
VHF LPTV	300	205	505
UHF LPTV	457	1,508	1,965
Total LPTV	757	1,713	2,470
FM translators	1,815	318	2,133
VHF translators	2,722	125	2,847
UHF translators	2,206	403	2,609

CABLE†	
Total subscribers	53,236,000
Homes passed	73,900,000
Total systems	9,600
Household penetration†	57.8%
Pay cable penetration	29.4%

* Includes off-air licenses † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

"By the Numbers" continues from page 12.

18.2/27.

The debut of Fox's *The Outsiders* (a special 90-minute airing) at 9:30 p.m. fell more than 6 rating points off its *Married* lead-in in the first half-hour. The show was last in network competition over the full 90 minutes with an average 9/16.

CBS didn't fare any better with two new comedies it debuted Wednesday (March 21) from 8 p.m. to 9 p.m. *Normal Life* at 8 p.m. was last behind *Unsolved Mysteries* and *Growing Pains*. At 8:30 p.m., the network's other new comedy, *Sydney*, was a distant third behind the second half-hour of *Unsolved* and *Head of the Class*.

MarketScope

The tide continued to go out on cable stocks last week as 10 of 11 fell lower despite a slight increase in the overall market as measured by the S&P 500. Among the losers were Jones Intercable, down 11%, TCA Cable TV, down 7%, and Cablevision Systems Corp. (CVC), down 10%. The latter MSO is expected to announce a revised credit agreement this week that will result in slightly higher interest rates and bank fees. The increased facility is said to also give participating banks partial syndication rights. Equipment stocks showed strong movement although not in the same direction. Zenith, jumped 19%, apparently reacting favorably to the FCC's decision to adopt "simulcast" technology as the preferred method of providing high-definition television. Meanwhile, General Instrument fell 12% for the week ending Wednesday. The Dow Jones wire cited concerns that cable operators, notably Tele-Communications Inc., would be cutting back on equipment purchases. Harris Corp. continued its recent move upward, hitting $34, up 17% from four weeks ago. Stocks of group owners were mixed. Park Communications continued its rise and was up 14% over the past two weeks. News Corp. continued its recent slight rebound and increased 5% to 17⅛.

Stock Index Notes: T-Toronto, A-American, N-NYSE, O-NASDAQ. Bid prices and common A stock used unless otherwise noted. P/E ratios are based on earnings per share for the previous 12 months as published by Standard & Poor's or as obtained by Broadcasting's own research.

STOCK INDEX 1

	Closing Wed Mar 28	Closing Wed Mar 21	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N (CCB) Capital Cities/ABC	514 1/2	523 1/2	- 9	-01.71	22	[illegible]
N (CBS) CBS	178 3/4	176 3/4	1	00.57	18	[illegible]
A (CCU) Clear Channel	12 7/8	13 3/8	1/8	00.96	[illegible]	[illegible]
N (JCOR) Jacor Commun.	5	5 1/8	- 3/8	-[illegible]	[illegible]	[illegible]
N (LINB) LIN	60 1/2	63	- [illegible]	-[illegible]	[illegible]	[illegible]
O (OBCCC) Olympic Broadcast	1/8	1/8		00.00		[illegible]
O (OSBN) Osborn Commun.	11 1/2	10 1/8	1 3/8	[illegible]	-34	[illegible]
O (OCOMA) Outlet Commun.	19 1/4	19 1/4		00.00	13	[illegible]
A (PR) Price Commun.	4 7/8	4 7/8		00.00	-1	44
O (SAGB) Sage Broadcasting	2 3/4	2 1/4		00.00	-2	[illegible]
O (SCRP) Scripps Howard	60	60		00.00	35	[illegible]
O (SUNN) SunGroup Inc.	1 1/2	1 1/4	1/8	[illegible]	-3	[illegible]
O (TLMD) Telemundo	1 3/4	1 3/4		00.00	-1	[illegible]
O (TVXBC) TVX Broadcast	6 1/4	6	1/4	[illegible]		[illegible]
O (UTVI) United Television	31 1/4	30	1/4	00.71	5	[illegible]

BROADCASTING WITH OTHER MAJOR INTERESTS

STOCK INDEX 2

[illegible]

PROGRAMING

[illegible]

SERVICE

[illegible]

CABLE

[illegible]

EQUIPMENT & MANUFACTURING

[illegible]

Bad connection

EDITOR: This is in regard to the March 5 article "Stations hanging up on party lines." We applaud your coverage of the shake out among the unscrupulous 900 number users who have damaged the beginning of what will become a very important new communications medium.

Stations *should* reject all advertising that negatively impacts on their audience, particularly children.

You also should be aware that the business of 900 interactive telephone has yet to emerge. The market for legitimate news coverage and virtually every other targeted kind of audio programing imaginable is already becoming a key part of the landscape. "900" is simply a medium just like radio, television or cable, and the use of this pipeline will be driven by both the market for such services and the basic good instincts of audiences.

In 1990 we predict that, yes, stations will hang up on the sleazy 900 services and get on board a variety of impactful and profitable 900 services. Why not forge a stronger link to your audience and provide new kinds of information services? 900 interactive can do that.—*Henry Kavett, president, The Independent Group of Companies Inc., Union, N.J.*

Thank-you note

EDITOR: I think we'd all agree that if, once or twice, in the formation of our careers we'd had the chance to meet an honest-to-goodness mentor we'd consider ourselves blessed.

In the early 1970's George Moynihan gave me entrance to the halls of Group W. He also gave me several hours of very expensive education. His time.

What's unusual about our meetings was that he had no idea who I was. In fact, I was a student who pulled his name from the BROADCASTING YEARBOOK. I called his office at Group W to ask for an appointment. He (and I'm assuming his secretary was out) answered his phone.

I explained to George that I wanted to work for Group W Radio. There was a brief pause and George said: "Thursday, 2 o'clock." There was no discussion of qualifications nor did he ask what I'd done.

We met. We met a second time. He told me that I wasn't ready for his organization. However, he gave instructions, goals, a strategy for career planning—and a kindness which I'll never forget.

It's impossible that George Moynihan would remember me. It's also impossible that I would ever forget him. I've never worked for Group W. However, George's insight into the possibilities available for a youngster with some level of persistence has always been a guiding light—more than that, a benchmark by which every young man or woman could benefit.

I'm now 39 years old. I'm successful in the entertainment industry. I write, I produce, I direct. I've wanted to say this for quite a number of years: "Thank you, George. You inspired me."

Now that you're a consultant—continue to.—*Stephen Brockelman, Dallas.*

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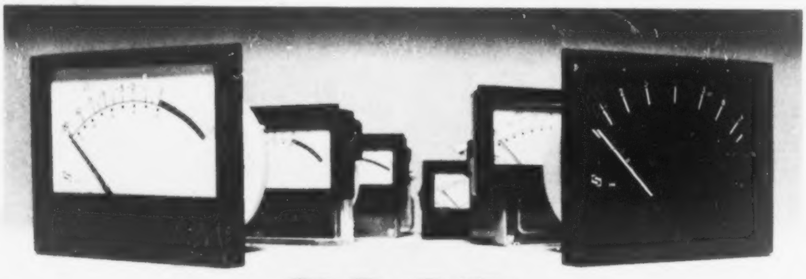

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Market-by-market: NBC sweeps up

According to the market-by-market Arbitron rating books for the February sweeps, NBC's prime time schedule averaged the largest share of TV households per prime time quarter hour in 110 markets, including four ties, followed by ABC, which took 53 markets, including two ties, then CBS with 46 markets, including two ties, and Fox with four markets.

In the top 10 markets, ABC took five (New York, Philadelphia, Boston, Dallas-Fort Worth and Houston), NBC two (Los Angeles and Detroit), Fox two (San Francisco-Oakland-San Jose and Washington), and CBS one (Chicago). The following numbers (expressed in thousands) represent network (or Fox programing) daypart audience estimates for TV households in total survey areas during network prime time (Monday through Saturday, 8-11 p.m., Sunday, 7-11 p.m.). Boldfaced numbers indicate market winners. Dashes indicate no primary or secondary affiliation in that market. The information is copyright © 1990 by Arbitron Ratings Co. and may not be quoted or reproduced without the prior written permission of Arbitron. —JSE. **MKM**

	1989 TSA households (000)			
ADI (rank)	**ABC**	**CBS**	**NBC**	**Fox**
Abilene-Sweetwater, Tex. (156)	19	16	**25**	
Albany, Ga. (151)	6		**57**	10
Albany-Schenectady-Troy, N.Y. (53)	75	71	**77**	40
Albuquerque, N.M. (56)	63	62	**74**	25
Alexandria, La. (163)	6		**39**	
Alpena, Mich. (209)		**6**		
Amarillo, Tex. (118)	**32**	23	20	8
Anniston, Ala. (188)		**11**		
Ardmore-Ada, Okla. (171)	22	21	**24**	
Atlanta (12)	197	207	**252**	127
Augusta, Ga. (110)	**40**	34	28	
Austin, Tex. (71)	44	**60**	41	28
Bakersfield, Calif. (142)	23	20	**24**	
Baltimore (22)	142	131	**162**	62
Bangor, Me. (155)	15	**23**	22	
Baton Rouge (94)	**47**	46	44	
Beaumont-Port Arthur, Tex. (128)	37	33	**39**	
Bend, Ore. (204)			**4**	
Billings-Hardin, Mont. (166)	11	**14**	13	
Biloxi-Gulfport-Pascagoula, Miss. (177)	**31**			11
Binghamton, N.Y. (134)	12	**36**	15	
Birmingham, Ala. (47)	84	40	**123**	
Bluefield-Beckley-Oak Hill, W.Va. (144)	29		**30**	
Boise, Idaho (135)	23	17	**27**	16
Boston (6)	**336**	291	333	119
Bowling Green, Ky. (190)	**25**			
Bristol, Va.-Kingsport-Johnson City, Tenn. (87)	23	46	**63**	15
Buffalo, N.Y. (38)	99	79	**105**	12
Burlington-Plattsburgh, Vt. (92)	17	**46**	40	
Butte, Mont. (185)		**10**	8	
Casper-Riverton, Wyo. (193)	3	7	**14**	
Cedar Rapids-Waterloo-Dubuque, Iowa (81)	50	35	**55**	3
Charleston, S.C. (106)	34	41	**46**	9
Charleston-Huntington, W.Va. (48)	66	60	**109**	41
Charlotte, N.C. (31)	93	**115**	70	46
Charlottesville, Va. (195)	—		**13**	—
Chattanooga (84)	43	43	**58**	11
Cheyenne, Wyo.-Scottsbluff, Neb.-Sterling, Colo. (189)	—	**8**	—	—
Chicago (3)	**500**	328	474	235
Chico-Redding, Calif. (141)	**27**	19	17	—
Cincinnati (30)	110	113	**125**	74
Clarksburg-Weston, W.Va. (157)	—	**25**	23	—
Cleveland (11)	**267**	203	251	119
Colorado Springs-Pueblo (99)	34	30	**36**	14
Columbia, S.C. (82)	25	35	**82**	18
Columbia-Jefferson City, Mo. (153)	18	22	**32**	
Columbus, Ga. (119)	**41**	28	20	15
Columbus, Ohio (34)	99	103	**131**	39
Columbus-Tupelo, Miss. (129)	10	29	**54**	—
Corpus Christi, Tex. (122)	**29**	22	28	
Dallas-Fort Worth (7)	**294**	242	242	91
Davenport, Iowa-Rock Island-Moline, Ill. (78)	48	40	**59**	—
Dayton, Ohio (52)	71	**80**	75	34
Denver (19)	153	118	**173**	59
Des Moines (66)	49	**62**	60	21
Detroit (8)	286	236	**336**	192
Dothan, Ala. (158)	9	**38**	—	—
Duluth, Minn.-Superior, Wis. (125)	**32**	24	30	—
El Centro, Calif.-Yuma, Calif. (178)	8	5	**9**	—
Elmira, N.Y. (167)	11	—	**15**	—

	1989 TSA households (000)			
ADI (rank)	**ABC**	**CBS**	**NBC**	**Fox**
El Paso, Tex. (104)	**41**	28	39	17
Erie, Pa. (139)	27	18	**37**	—
Eugene, Ore. (121)	**28**	25	20	7
Eureka, Calif. (184)	—	6	**7**	—
Evansville, Ind. (93)	**55**	35	38	19
Fargo, N.D. (108)	**31**	27	28	17
Flagstaff, Ariz. (202)			**6**	—
Flint-Saginaw-Bay City, Mich. (59)	72	34	**90**	32
Florence, S.C. (140)	21	**46**		—
Fort Myers-Naples, Fla. (96)	27	**43**	40	18
Fort Smith, Ark. (115)	24	**28**	20	—
Fort Wayne, Ind. (101)	**45**	34	36	18
Fresno-Visalia, Calif. (62)	**54**	45	53	43
Gainesville, Fla. (164)	**24**	—	—	
Grand Junction-Durango, Colo. (180)	6	**11**	6	
Grand Rapids-Kalamazoo-Battle Creek, Mich. (37)	**94**	71	**94**	48
Great Falls, Mont. (179)	**12**	9	8	8
Green Bay-Appleton, Wis. (67)	**70**	55	66	16
Greensboro-Winston Salem-High Point, N.C. (49)	74	80	**96**	25
Greenville-New Bern-Washington, N.C. (105)	25	41	**66**	5
Greenville-Asheville-Spartanburg, S.C. (35)	86	94	**122**	35
Greenwood-Greenville, Miss. (168)	**19**	13	—	—
Hagerstown, Md. (192)			**21**	—
Harrisburg-Lancaster-Lebanon-York, Pa. (46)	69	56	**102**	26
Harrisonburg, Va. (198)	**14**	—	—	—
Hartford-New Haven, Conn. (23)	136	**162**	89	54
Helena, Mont. (207)		—	**4**	—
Houston (10)	**242**	177	212	118
Huntsville-Decatur-Florence, Ala. (80)	46	51	**54**	22
Idaho Falls-Pocatello (160)	16	15	**19**	—
Indianapolis (26)	115	107	**123**	50
Jackson, Miss. (86)	23	51	**70**	11
Jackson, Tenn. (181)	**27**	—	—	—
Jacksonville, Fla. (56)	41	**72**	**72**	34
Johnstown-Altoona, Pa. (88)	12	48	**75**	18
Jonesboro, Ark. (174)	**31**	—	—	—
Joplin, Mo.-Pittsburg, Kan. (148)	**30**	26	29	—
Kansas City, Mo. (29)	116	106	**123**	61
Knoxville, Tenn. (64)	61	41	**67**	17
La Crosse-Eau Claire, Wis. (127)	21	24	**41**	5
Lafayette, Ind. (191)	—	**11**	—	—
Lafayette, La. (114)	34	**52**	—	14
Lake Charles, La. (172)	—	—	**35**	5
Lansing, Mich. (103)	—	**44**	41	—
Laredo, Tex. (197)	**4**	2	**4**	—
Las Vegas (91)	29	31	44	**46**
Laurel-Hattiesburg, Miss. (162)	—	7	**30**	—
Lexington, Ky. (70)	44	**56**	51	15
Lima, Ohio (194)	—	—	**20**	—
Lincoln-Hastings-Kearney, Neb. (95)	21	**43**	13	—
Little Rock, Ark. (57)	73	63	**88**	15
Los Angeles (2)	574	502	**615**	538
Louisville, Ky. (46)	61	83	**92**	37
Lubbock, Tex. (150)	15	18	**24**	13
Macon, Ga. (122)	19	**37**	21	—
Madison, Wis. (90)	39	**41**	35	21
Mankato, Minn. (206)	—	**12**	—	—
Marquette, Mich. (182)	—	**19**	—	
McAllen-Brownsville, Tex. (113)	**24**	21	21	—
Medford, Ore. (152)	15	17	**31**	—

	1989 TSA households (000)			
ADI (rank)	**ABC**	**CBS**	**NBC**	**Fox**
Memphis (39)	64	96	**136**	22
Meridian, Miss. (176)	**18**	6	7	—
Miami (16)	154	106	**176**	122
Milwaukee (28)	104	93	**128**	55
Minneapolis-St. Paul (13)	169	**190**	158	63
Minot-Bismarck-Dickinson, N.D. (145)	9	25	**29**	—
Missoula, Mont. (171)	—	10	**17**	—
Mobile, Ala.-Pensacola, Fla. (55)	55	68	**80**	28
Monroe, La.-El Dorado, Ark. (120)	18	**46**	32	—
Montgomery-Selma, Ala. (107)	14	32	**75**	17
Nashville (32)	91	124	**147**	25
New Orleans (36)	71	104	**110**	35
New York (1)	**1,011**	819	964	791
Nrfk-Prtsmth-Nwprt Nws-Hmptn, Va. (42)	74	75	**100**	36
North Platte, Neb. (208)	—	—	**6**	—
Odessa-Midland, Tex. (146)	23	19	**25**	8
Oklahoma City (40)	72	84	**96**	27
Omaha (73)	**65**	46	62	26
Orlando-Daytona Beach-Melbourne, Fla. (25)	125	110	**146**	56
Ottumwa, Iowa-Kirksville, Mo. (203)	**19**	—	—	2
Paducah, Ky.-Cape Girardeau, Mo. (76)	37	54	**62**	13
Palm Springs, Calif. (175)	8	—	**9**	—
Panama City, Fla. (169)	12	—	**30**	4
Parkersburg, W.Va. (196)	—	—	**11**	—
Peoria-Bloomington, Ill. (111)	**34**	25	33	15
Philadelphia (4)	**466**	389	430	263
Phoenix (20)	129	140	**141**	73
Pittsburgh (17)	**216**	185	172	74
Portland, Ore. (27)	100	103	**106**	41
Portland-Poland Spring, Me. (74)	**58**	40	46	15
Presque Isle, Me. (201)	—	**6**	—	—
Providence, R.I.-New Bedford, Mass. (44)	89	63	**97**	22
Quincy, Ill.-Hannibal, Mo. (154)	—	23	**31**	—
Raleigh-Durham, N.C. (33)	**95**	91	52	41
Rapid City, S.D. (165)	**24**	4	13	—
Reno (117)	**28**	18	21	12
Richmond, Va. (60)	58	**67**	**67**	26
Roanoke-Lynchburg, Va. (69)	37	63	**64**	6
Rochester-Austin, Minn.-Mason City, Iowa (149)	24	16	**26**	—
Rochester, N.Y. (72)	**56**	44	53	29
Rockford, Ill. (136)	28	22	**35**	11
Sacramento-Stockton, Calif. (21)	121	113	**138**	89
St. Joseph, Mo. (187)	**15**	—	—	—
St. Louis (18)	147	154	**221**	54

	1989 TSA households (000)			
ADI (rank)	**ABC**	**CBS**	**NBC**	**Fox**
Salinas-Monterey-San Jose, Calif. (109)	**47**	17	38	11
Salisbury, Md. (161)	11	**26**	17	—
Salt Lake City (41)	75	65	**78**	33
San Angelo, Tex. (166)	—	**11**	—	3
San Antonio, Tex. (43)	76	74	**89**	30
San Diego (24)	98	**112**	101	75
San Francisco-Oakland-San Jose (5)	273	252	284	**293**
Snt Brbra-Snta Mria-Sn Luis Obspo, Calif. (112)	**30**	22	23	—
Savannah, Ga. (102)	20	**41**	35	10
Seattle-Tacoma (15)	**170**	136	166	88
Shreveport, La.-Texarkana, Tex. (65)	67	56	**77**	18
Sioux City, Iowa (138)	**35**	11	33	—
Sioux Falls-Mitchell, S.D. (100)	39	**45**	23	2
South Bend-Elkhart, Ind. (85)	45	48	**57**	—
Spokane, Wash. (77)	**45**	40	41	19
Springfield-Decatur-Champaign, Ill. (75)	46	47	**59**	19
Springfield, Mass. (98)	36	—	**40**	—
Springfield, Mo. (83)	29	48	**61**	22
Syracuse, N.Y. (68)	53	**60**	59	18
Tallahassee, Fla.-Thomasville, Ga. (116)	12	**44**	12	6
Tampa-St. Petersburg-Sarasota (14)	184	176	**224**	59
Terre Haute, Ind. (133)	9	30	**35**	—
Toledo, Ohio (63)	56	71	**84**	36
Topeka, Kan. (143)	17	**26**	23	—
Traverse City-Cadillac, Mich. (131)	17	**38**	33	2
Tucson, Ariz. (79)	43	36	**51**	26
Tulsa, Okla. (58)	**77**	67	71	29
Tuscaloosa, Ala. (183)	—	9	—	**27**
Twin Falls, Idaho (200)	—	**8**	3	—
Tyler-Longview, Tex. (124)	**48**	6	17	—
Utica, N.Y. (159)	15	—	**25**	3
Victoria, Tex. (205)	4	—	**8**	—
Waco-Temple, Tex. (97)	24	**46**	42	13
Washington (9)	222	227	247	**258**
Watertown-Carthage, N.Y. (170)	6	**16**	—	—
Wausau-Rhinelander, Wis. (130)	**34**	31	12	—
West Palm Beach-Ft. Pierce-Vero Beach, Fla. (50)	38	75	**80**	40
Wheeling, W.Va.-Steubenville, Ohio (137)	—	33	**37**	—
Wichita-Hutchinson, Kan. (61)	57	61	**62**	19
Wichita Falls, Tex.-Lawton, Okla. (132)	22	21	**26**	9
Wilkes Barre-Scranton, Pa. (54)	**83**	66	82	16
Wilmington, N.C. (146)	25	9	**64**	—
Yakima, Wash. (126)	21	**27**	25	3
Youngstown, Ohio (89)	41	40	**52**	—
Zanesville, Ohio (199)	—	—	**12**	—

PBS poised to take charge of national schedule

"Look at Prime Time" meeting provides producer and station input on how top programing executive, Jennifer Lawson, should use more consolidated money and power

Next October 1, the first day of its 1991 fiscal year, public television will mark the start of a new era. On that day, Jennifer Lawson, executive vice president for national programing and promotion at PBS, will take the helm of the most centralized national program fund and most centralized programing authority in the history of public TV.

At a March 21-23 meeting in Hilton Head, S.C., called "A Look at Prime Time," about 160 noncommercial producers (independent and station-based), funders and programers enjoyed their first shot at suggesting how that authority should be used. And indications are that, however much discord may remain over which programs do and do not reach PBS's national schedule, many of the diverse parties see promise not imagined a year ago.

In the words of PBS President Bruce Christensen, the "Look at Prime Time" meeting proved an opportunity for groups "that have problems with one another's modes of operation" to address differences. "Now it is up to us to pull it together and come up with a plan."

Jennifer Lawson

The plan became PBS's to make when, under pressure from Capitol Hill to debalkanize its decisionmaking, the Corporation for Public Broadcasting, PBS and the National Association of Public Television Stations agreed late last year to create what many have called a "programing czar" (BROADCASTING, Dec. 18, 1989).

Lawson, as PBS's first chief programing executive (CPE), will be in charge of more than $100 million dollars earmarked for both developing and continuing series—a small amount next to the commercial networks' programing kitties, but twice as much as had been previously aggregated under one roof at either PBS or CPB. "The future success and growth of public television," she told BROADCASTING last week, "will require good, centralized planning and management."

A group of independent producers has warned that the centralization opens wide the door to "creeping commercialism" in public TV. In the name of surviving competition from cable services, they say, PBS will betray its mandate to provide "alternative" programing, and public TV's long held value of localism will be threatened.

Nevertheless, independent producer David Hoffman—whose Camden, Me.-based Varied Directions produced documentaries on Adolf Hitler, Jimmy Doolittle and NASA for PBS in 1989 and is now producing *Making Sense of the Sixties* for PBS in 1991—said last week that he was "more optimistic than I was going there [to Hilton Head]. Centralization means to me that public TV can survive" because, he said, Lawson and CPB TV Program Fund Director Donald Marbury "are going to take risks. They're going to make decisions, and anyone's decision is better than no one's. Anyone would rather deal with a king and

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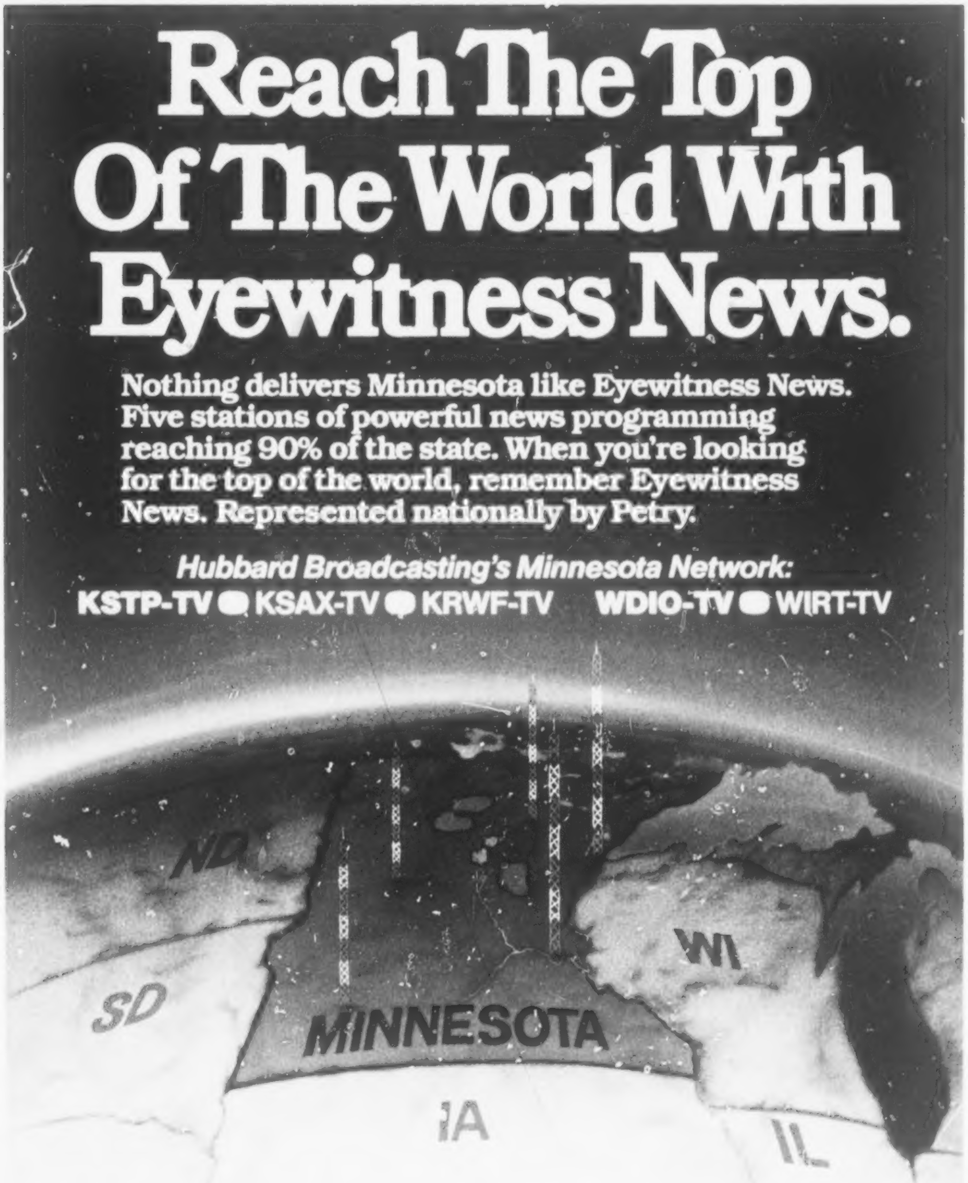
The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Apr 9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59th Year 1990

The NAB, survivability and dialogue: Keystones of the Atlanta convention

Broadcasting Apr 9 Vol. 118 No. 15

35/ *NAB '90: highlights from Atlanta*

NAB's annual convention in Atlanta provides forum for discussing competitive challenges facing broadcasters from cable, DBS and telcos, "interference consequences" of TV Marti (**page 43**); steps to improve AM band (**page 49**); opportunities for broadcasters abroad (**page 57**), and NAB President Eddie Fritts's call to fight for free over-air broadcasting (**page 44**). FCC Chairman Alfred Sikes tells broadcasters it is in their interest to embrace self-regulation (**page 38**). President George Bush tells broadcasters to back TV Marti (**page 37**), and Donald Keough, president of Coca-Cola, says that to survive, TV broadcasters must narrow their focus and adapt to new technologies (**page 56**).

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39/ *TV chiefs on television's future*

Heads of ABC, CBS and NBC agree on issues of fin-syn and if carry/must pay, but diverge on DBS.

62/ *NETWORKS CUT BACK*

In-house production at broadcast networks is off sharply this development season.

62/ *MUSBURGER LEAVES CBS*

CBS Sports does not renew contract of sportscaster Brent Musburger, who later gives his side of story during ABC's *Prime Time Live* (page 96).

65/ *EMMIS IN PARIS*

Emmis Broadcasting agrees in principle to acquire 15% interest in French FM.

65/ *CINCINNATI FM IN CLEAR*

FCC rescinds its underwriting admonition of noncommercial FM.

67/ *TELCO ENTRY*

During hearing on cable TV, Senate Communications Subcommittee Chairman Daniel Inouye says that based on views of committee members, telephone company entry "may be close call."

66/ *TELCO BAN GOES BACK TO GREENE*

U.S. Court of Appeals in Washington orders Judge Harold Greene to reconsider telco ban, saying he used wrong standard in prohibiting BOC's from offering information services.

68/ *ALCOHOL AD WARNINGS*

Senator Al Gore and Representative Joseph Kennedy II say they will introduce bill requiring that health and/or safety warnings appear within TV, radio, print and outdoor ads for alcoholic beverages.

72/ *CAB MEETS*

Cabletelevision Advertising Bureau's annual gathering focuses on cable's coming of age, its relationship with broadcasting and growing importance of local market.

CAB
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CAB's Robert Alter

74/ *MIP-TV '90*

Some 1,700 program buyers are expected to attend oldest of international program fairs—MIP-TV in Cannes, France.

76/ *A LA CARTE CABLE*

TCI President John Malone says company is moving toward unbundling and a la carte pricing of cable services.

95/ *PIONEER ENGINEER*

Hilmer Swanson, senior staff scientist for Harris Corp.'s broadcast division, has spent most of his professional life perfecting AM transmission. Last week NAB recognized his accomplishments, presenting him with its Engineering Achievement Award (page 49).

Swanson; NAB's Michael Rau

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BY THE NUMBERS 1

For only the second time this season, NBC lost a week in the prime time ratings, and also for the second time, it was ABC who was first. ABC got a big boost from its telecast of the *62nd Academy Awards*, which delivered a 48 share for the network Monday, March 26. ABC won the night with a 26.6/41, followed by NBC's 10.1/15 and CBS's 8.9/14.

For the week, ended April 1, ABC averaged a 14.8/25, followed by NBC's 13.3/22 and CBS's 11.7/20. Last October, when ABC dethroned NBC for a week, it also had help from special event programing—the 1989 World Series.

ABC also won Tuesday night and Sunday night, where it has come on strong in the midseason with a lot of help from *America's Funniest Home Videos*. *Videos* easily won its time period once again with a 21.7/36. In a one-time scheduling move designed to help capture the night, ABC led out of *Videos* with a repeat of *Roseanne*, which also won its time period. The network's telecast of "Down

RATINGS ROUNDUP

Week 26 □ Mar. 19—Mar. 25

Rank/rating			Network	Show
1		27.9/48	A	*Academy Awards*
2	▲	23.8/39	N	*Cheers*
3	▼	21.7/36	A	*Amer. Funniest Videos*
4	▼	21.4/35	N	*Cosby*
5	▲	20.4/34	N	*Golden Girls*
6		20.3/33	A	*Barbara Walters Special*
7	▼	20.0/32	N	*A Different World*
8	▲	19.5/32	N	*Unsolved Mysteries*
9		19.0/32	N	*Carol & Company Special*
10	▼	18.4/28	A	*Wonder Years*
11	▲	17.7/29	N	*Grand*
12	▼	17.5/33	C	*60 Minutes*
13		17.3/27	A	*Rossanne Special*
14	▼	17.0/30	N	*L.A. Law*
14	▲	17.0/27	A	*Who's the Boss?*
16	▲	16.4/27	A	*Sunday Movie: Beverly Hills*
16		16.4/26	N	*Heat of the Night*
18	■	16.0/27	C	*Bagdad Cafe*
19		16.3/27	A	*Full House*
20	▲	15.2/24	N	*Night Court*
21		14.8/26	C	*D. Copperfield Special*
22		14.6/25	C	*Knots Landing*
23	▼	14.5/22	N	*Matlock*
23	▼	14.5/23	C	*Murder, She Wrote*
25	▲	14.3/23	A	*Doogie Howser, M.D.*
26		14.1/25	C	*NCAA Basketball*
26	▲	14.1/22	C	*Rescue: 911*
28		14.0/24	N	*Amen*
29	▼	13.8/23	A	*Growing Pains*
30	▼	13.7/26	N	*Hunter*
31	▼	13.6/23	A	*Family Matters*
32	▲	13.3/24	A	*20/20*
33	▼	13.2/21	N	*Sunday Movie: The Girl*
34	▲	13.1/21	A	*Head of the Class*
34	▼	13.1/22	A	*Perfect Strangers*
36	▲	13.0/22	A	*Anything But Love*
37		12.8/22	A	*Equal Justice Special*
37	▲	12.8/21	C	*Jake and the Fatman*
39		12.7/23	C	*Dallas*
39	▼	12.7/20	F	*Married...With Children*
39	■	12.7/22	C	*Sugar & Spice*
42	▼	12.4/21	A	*Just the 10 of Us*
43	■	12.3/22	N	*A Family for Joe*
44	■	12.2/23	A	*Equal Justice*
44	▲	12.2/20	A	*Father Dowling*
46	▲	12.0/22	A	*Mystery Movie: Columbo*
47	▼	11.7/17	N	*Hogan Family*
47	▼	11.7/21	N	*Midnight Caller*
49	▼	11.3/17	C	*Major Dad*
50		11.2/21	N	*Quantum Leap*
51	▲	10.8/18	C	*Common Ground, Pt.2*
51	■	10.8/18	N	*FM*
51		10.8/18	N	*Nasty Boys*
54	▼	10.7/17	C	*Too Young The Hero*
55		10.5/17	C	*48 Hours*
56		10.3/19	N	*Mancuso, FBI*
57	▼	10.1/16	A	*Young Riders*
58	▼	9.9/15	C	*Designing Women*
58	▼	9.9/15	N	*My Two Dads*
60	▼	9.8/14	C	*Murphy Brown*
60	▼	9.8/15	N	*Monday Movie: Swimsuit*
62	▲	9.5/15	F	*America's Most Wanted*
62	▼	9.5/18	N	*Baywatch*
62	▲	9.5/18	C	*Wiseguy*
65	▲	8.6/15	A	*Primetime Live*
66	▼	8.3/13	C	*Sydney*
67	▼	8.2/12	C	*City*
68	▼	7.9/12	C	*Newhart*
68		7.9/13	F	*Open House*
70		7.7/12	C	*Island Son*
71	▲	7.4/13	F	*Cops*
71	▲	7.4/13	A	*H.E.L.P.*
71	▼	7.4/12	C	*Normal Life*
74	▼	7.3/13	N	*World of Disney: Human II*
74	▲	7.3/15	C	*Sat. with Connie Chung*
76	▼	7.0/13	A	*Life Goes On*
77	▼	6.3/11	C	*His & Hers*
78	▼	6.2/11	F	*Totally Hidden Video*
79	▼	5.7/9	F	*21 Jump Street*
80	▼	5.0/10	F	*Outsiders*
81	▼	4.6/8	F	*Booker*
82	▼	4.3/6	F	*Alien Nation*
83	▼	3.9/7	F	*Reporters*

Guide to symbols
▼ —Down in rank from last week ▲ —Up in rank from last week ■ —Premiere broadcast —No ranking change

Source: Nielsen Media Research

FREEZE FRAMES: Syndication Scorecard *

Week ended Mar. 19

Rank	Program (Syndicator)	Rtg	Stns	Covg
1	Wheel of Fortune, syn. (King World)	14.4	230	97
2	Jeopardy! (King World)	12.6	216	95
3	Star Trek: Next Generation (Paramount)	10.2	227	95
4	Wheel of Fortune, wknd. (King World)	9.7	195	91
5	Cosby Show (Viacom)	9.4	202	98
6	Entertainment Tonight (Paramount)	8.7	175	95
6	Oprah Winfrey (King World)	8.7	217	99
8	Current Affair (20th Century Fox TV)	8.4	192	96
9	Case of Notorious Nun (Viacom)	6.4	153	89
10	Mama's Family, syn. (Lorimar)	6.2	172	91
11	Donahue (Multimedia)	6.1	227	99
11	Orion Galaxy Network	6.1	127	89
13	Star Search (TPE)	5.7	161	96
15	Family Feud 2 (LBS)	5.4	136	85
15	People's Court (Warner Bros. Domestic TV)	5.4	181	92

The following shows were rated, but not ranked

Wrestling Network	7.0	173	92
World Wrestling Federation (WWF)	9.9	242	97

* Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research.

BY THE NUMBERS 2

Summary of Broadcasting & Cable

BROADCASTING

SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,981	250	5,231
Commercial FM	4,282	859	5,141
Educational FM	1,425	278	1,703
■ Total Radio	10,674	1,357	12,031
Commercial VHF TV	546	19	565
Commercial UHF TV	550	186	736
Educational VHF TV	124	4	128
Educational UHF TV	225	22	247
■ Total TV	1,445	233	1,679
VHF LPTV	300	205	505
UHF LPTV	457	1,508	1,965
■ Total LPTV	757	1,713	2,470
FM translators	1,831	301	2,132
VHF translators	2,721	123	2,844
UHF translators	2,211	395	2,606

CABLE†

Total subscribers	53,238,000
Homes passed	73,900,000
Total systems	9,500
Household penetration†	57.8%
Pay cable penetration	29.1%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

and Out in Beverly Hills" held the audience fed by *Roseanne*, and won the 9 p.m. to 11 p.m. time period.

NBC's new midseason comedy, *Carol & Company*, debuting Saturday (March 31) at 9:30 p.m., delivered a time period win with a 19/32, and finished 9th overall in the prime time program rankings. Another new NBC comedy, debuting the same night at 8 p.m., *A Family for Joe*, was second with a 12.3/22, behind NCAA basketball on CBS and ahead of ABC's *H.E.L.P.*, which had a 7.4/13.

MarketScope

Leveraged cable MSO stocks were the major movers among last week's relatively stable media stocks. Adelphia Communications continues to be especially hard hit, dropping last week to 13¼, off 12% from prior week and 37% from five weeks ago when *Barron's* wrote critical article. Comcast, which announced year-end results prior week, fell 9%, to 12¾. Cable programer, QVCN was off 13% to 13¼. Michigan-based MSO, MERCOM, bought at $11.50 per share just over 13% of outstanding stock from ESOP plan of Michigan Energy Resources, former MERCOM parent company. MERCOM continued to trade at 10 bid, 11½ asked. LIN Broadcasting's fall, to 68⅜, reflected distribution of shares in McCaw Cellular Communications. MGM, which has $20 per-share buyout bid on table from Pathe saw stock fall 5% to 16¼. News reports said Naples, Italy, court had sentenced Pathe Chairman Giancarlo Parretti to four-year prison sentence for fraudulent bankruptcy of newspaper. Outlet Communications moved up slightly following reiteration by company that it was looking for ways to "maximize shareholder value," including possible repurchase of up to $20 million in securities. Karen Firestone, manager of Fidelity's select leisure fund, said that newspaper stocks may again find themselves under selling pressure, in part because some have seen weak first-quarter revenue comparisons in broadcasting divisions.

Stock Index Notes: T-Toronto, A-American, N-NYSE, O-NASDAQ. Bid prices and common A stock used unless otherwise noted. P/E ratios are based on earnings per share for the previous 12 months as published by Standard & Poor's or as obtained by Broadcasting's own research.

STOCK INDEX 1

BROADCASTING

		Closing Wed Apr 4	Closing Wed Mar 28	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
N	(CCB) Capital Cities/ABC	533	514 1/2	18 1/2	03.59	21	9,585
N	(CBS) CBS	178 3/4	175 1/4	3 1/2	01.99	18	4,226
A	(CCU) Clear Channel	13 7/8	13 7/8		00.00	-115	54
O	(JCOR) Jacor Commun.	5	5		00.00	-3	45
O	(LINB) LIN	68 3/8	80 1/2	- 12 1/8	- 15.06	35	3,524
O	(OBCCC) Olympic Broadcast	1/8	1/8		00.00		
O	(OSBN) Osborn Commun.	10 3/4	11 1/2	- 3/4	- 06.52	-31	75
O	(OCOMA) Outlet Commun.	20	19 1/4	3/4	03.89	12	131
A	(PR) Price Commun.	4 5/8	4 7/8	- 1/4	- 05.12	-3	42
O	(SAGB) Sage Broadcasting	2 1/4	2 1/4		00.00	-2	5
O	(SCRP) Scripps Howard	60	60		00.00	30	619
O	(SUNNC) SunGroup Inc.	1	1 1/2	- 1/2	- 33.33	-1	2
O	(TLMD) Telemundo	5 3/4	5 3/4		00.00	-2	131
O	(TVXGC) TVX Broadcast	4 5/8	5 1/4	- 5/8	- 11.90		36
O	(UTVI) United Television	33 1/2	33 1/4	1/4	00.75	5	[illegible]

BROADCASTING WITH OTHER MAJOR INTERESTS

		Closing Wed Apr 4	Closing Wed Mar 28	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
N	(BLC) A.H. Belo	35 1/2	35	1/2	01.42	40	700
N	(AFL) American Family	14 1/4	15 1/8	- 7/8	- 05.78	14	1,1[illegible]
O	(ACCMA) Assoc. Commun.	28 3/4	30	- 1 1/4	- 04.16	-48	[illegible]
N	(CCN) Chris-Craft	31 3/8	32	- 5/8	- 01.95	1	[illegible]
O	(DUCO) Durham Corp.	31 1/4	29 1/2	1 3/4	05.93	30	[illegible]
N	(GCI) Gannett Co.	39 7/8	40	- 1/8	- 00.31	16	6,4[illegible]
O	(GACC) Great Am. Comm.	7 3/8	7 7/8	- 1/2	- 06.34	-1	[illegible]
A	(HTG) Heritage Media	4	3 7/8	1/8	03.22	-5	17[illegible]
N	(JP) Jefferson-Pilot	40 1/2	39 1/2	1	02.53	12	1,5[illegible]
N	(LEE) Lee Enterprises	27 1/2	27 5/8	- 1/8	- 00.45	15	[illegible]
N	(LC) Liberty	47	47		00.00	14	[illegible]
N	(MHP) McGraw-Hill	53	53		00.00	11	2,5[illegible]
A	(MEGA) Media General	28 5/8	28 3/4	- 1/8	- 00.43	-100	[illegible]
N	(MDP) Meredith Corp.	31 5/8	32	- 3/8	- 01.17	18	[illegible]
O	(MMEDC) Multimedia	75 1/4	80 1/2	- 5 1/4	- [illegible]	[illegible]	[illegible]

STOCK INDEX 2

	Closing Wed Apr 4	Closing Wed Mar 28	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
A (NYT.A) New York Times	23 5/8	23 5/8		00.00	13	1,942
N (NWS) News Corp. Ltd.	15 5/8	17 1/8	-1 1/2	-08.75	8	4,194
O (PARC) Park Commun.	21	22 1/4	-1 1/4	-05.61	22	434
O (PLTZ) Pulitzer Publishing	27 1/4	27 1/4		00.00	13	285
N (REL) Reliance Group Hold.	5 3/4	5 5/8	1/8	02.22	-7	430
O (RTRSY) Reuters Ltd.	55 7/8	53 1/2	2 3/8	04.43	29	23,382
O (STAUF) Stauffer Commun.	144	144		00.00	48	144
N (TMC) Times Mirror	33	34 1/2	-1 1/2	-04.34	16	4,264
O (TMCI) TM Communications	1/8	1/8		00.00	-1	
N (TRB) Tribune	43 1/4	42 3/4	1/2	01.16	14	3,085
A (TBS.A) Turner Bcstg. 'A'	45 5/8	46 1/2	- 7/8	-01.88	-80	2,261
A (TBS.B) Turner Bcstg. 'B'	43 1/2	44 5/8	-1 1/8	-02.52	-56	1,165
A (WPOB) Washington Post	275	275		00.00	16	3,408
PROGRAMING						
O (ALLT) All American TV	3 3/8	3 3/8		00.00		4
A (CLR) Color Systems	2 3/8	2 3/8		00.00	-1	12
O (DCPI) dick clark prod.	5 5/8	5 7/8	- 1/4	-04.25	20	46
N (DIS) Disney	112	113 3/8	-1 3/8	-01.21	21	15,069
O (FNNI) Financial News	6 3/4	7	- 1/4	-03.57	30	121
A (FE) Fries Entertain.	2	2		00.00	-1	9
A (HHH) Heritage Entertain.	1 1/8	1 1/8		00.00	-1	8
A (HSN) Home Shopping Net.	7	6 7/8	1/8	01.81	40	628
N (KWP) King World	43	43 1/4	- 1/4	-00.57	14	1,088
O (KRSC) Kings Road Entertain.		3/16	- 1/32	-16.66		0
N (MCA) MCA	49 3/4	51 1/2	-1 3/4	-03.39	18	3,646
N (MGM) MGM/UA Commun.	16 1/4	17 1/8	- 7/8	-05.10	-10	828
A (NWP) Nelson Holdings	8 1/2	8 7/8	- 3/8	-04.22		36
O (NNET) Nostalgia Network	7/8	1 1/8	- 1/4	-22.22	-1	4
N (OPC) Orion Pictures	21	22 5/8	-1 5/8	-07.18	25	378
N (PCI) Paramount Commun.	44 1/4	44 1/2	- 1/4	-00.56	14	5,285
N (PLA) Playboy Ent.	13 1/2	13 3/4	- 1/4	-01.81	-150	127
N (QNTQE) Qintex Ent.	1 1/4	1 1/4		00.00		26
O (QVCN) QVC Network	13 1/4	15 1/4	-2	-13.11	28	188
O (RVCC) Reeves Commun.	6 3/4	6 3/4		00.00	-5	85
O (RPICA) Republic Pic. 'A'	8 1/2	8 1/4	1/4	03.03	94	36
O (RPICB) Republic Pic. 'B'	8	7 3/4	1/4	03.22	86	34
O (SP) Spelling Entertainment	9 3/4	10 5/8	- 7/8	-08.23	36	322
O (JUKE) Video Jukebox Net.	7 7/8	8 1/4	- 3/8	-04.54	-24	79
O (WONE) Westwood One	5 3/4	5 1/2	1/4	04.54	-4	85
SERVICE						
O (ABRP) Andrews Group	3 5/8	3 5/8		00.00	-2	33
O (BSIM) Burnup & Sims	14 5/8	14 1/2	1/8	00.86	19	184
N (CQ) Comsat	33 1/2	32 3/4	3/4	02.29	8	598
N (DNB) Dun & Bradstreet	45 3/4	45 3/8	3/8	00.82	14	8,559
N (FCB) Foote Cone & B.	28 7/8	29 1/2	- 5/8	-02.11	19	245
O (GREY) Grey Advertising	154	147	7	04.76	18	176
O (IDBX) IDB Communications	8 1/2	9	- 1/2	-05.55	425	42
N (IPG) Interpublic Group	32 1/2	32 3/4	- 1/4	-00.76	15	1,102

* Indicates stock split.

	Closing Wed Apr 4	Closing Wed Mar 28	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
O (OMCM) Omnicom Group	23 1/8	23 5/8	- 1/2	-02.11	18	606
N (SAA) Saatchi & Saatchi	6 3/8	6 3/8		00.00	-5	998
O (TLMT) Telemation	2 1/2	2 1/2		00.00	5	11
A (UNV) Unitel Video	10 1/8	10 1/4	- 1/8	-01.21	16	21
CABLE						
A (ATN) Acton Corp.	12 1/8	12 1/2	- 3/8	-03.00	2	18
O (ATCMA) Am. TV & Comm.	33 1/2	32	1 1/2	04.68	41	3,652
O (CTEX) C-Tec Corp.	17	17 1/2	- 1/2	-02.85	-22	290
A (CVC) Cablevision Sys. 'A'	23	23 1/8	- 1/8	-00.54	-3	500
A (CTY) Century Comm.	8 1/4	8 1/8	1/8	01.53	-11	536
O (CMCSA) Comcast	12 3/4	14	-1 1/4	-08.92	-10	1,430
A (FAL) Falcon Cable Systems	15 3/4	15 7/8	- 1/8	-00.78	-27	100
O (JOIN) Jones Intercable	8 3/4	8 3/8	3/8	04.47	-4	108
N (KRI) Knight-Ridder	52 1/4	51 3/8	7/8	01.70	12	2,707
T (RCI.A) Rogers Commun. 'A'	15 5/8*	110		N/A	N/A	N/A
T (RCI.B) Rogers Commun. 'B'	11 1/4*	80 1/4		N/A	N/A	N/A
O (TCAT) TCA Cable TV	11 7/8	12	- 1/8	-01.04	24	267
O (TCOMA) Tele-Commun.	13 3/4	13 3/4		00.00	-28	4,852
N (TWX) Time Warner	95	95 7/8	- 7/8	-00.91	211	6,110
O (UACIA) United Art. Ent. A	12	13	-1	-07.69	-6	1,671
O (UACIB) United Art. Ent. B	13 1/4	14	- 3/4	-05.35	-7	584
N (VIA) Viacom	50	50 3/4	- 3/4	-01.47	22	2,668
N (WU) Western Union	1/2	9/16	- 1/16	-11.11		31
EQUIPMENT & MANUFACTURING						
N (MMM) 3M	81 1/2	83 5/8	-2 1/8	-02.54	14	18,250
N (ARV) Arvin Industries	16 1/4	17	- 3/4	-04.41	48	308
O (CCBL) C-Cor Electronics	11 1/8	11 1/2	- 3/8	-03.26	8	45
N (CHY) Chyron	2	2		00.00	-14	22
A (COH) Cohu	9 3/4	9 5/8	1/8	01.29	7	18
N (EK) Eastman Kodak	40 1/4	39 1/8	1 1/8	02.87	14	13,057
N (GRL) Gen. Instrument	30 1/4	31	- 3/4	-02.41	8	835
N (GE) General Electric	64 1/4	64 7/8	- 5/8	-00.96	15	57,972
N (HRS) Harris Corp.	33 1/8	34	- 7/8	-02.57	46	1,285
N (MAI) M/A Com. Inc.	4	4 1/4	- 1/4	-05.88	400	95
N (IV) Mark IV Indus.	12 1/2	12 1/8	3/8	03.09	3	163
O (MATT) Matthews Equip.	2	1 15/16	1/16	03.22	100	11
O (MCDY) Microdyne	3 5/8	3 11/16	- 1/16	-01.69	40	14
O (MCOM) Midwest Commun.	3 7/8	4 1/4	- 3/8	-08.82	11	11
N (MOT) Motorola	66 5/8	67 1/8	- 1/2	-00.74	17	8,674
N (OAK) Oak Industries	1	1		00.00	-33	82
A (PPI) Pico Products	1 1/8	1 3/8	- 1/4	-18.18		4
N (SFA) Sci-Atlanta	23 1/8	22 1/2	5/8	02.77	14	529
N (SNE) Sony Corp.	50 3/8	52 1/4	-1 7/8	-03.58	23	14,236
N (TEK) Tektronix	13 3/8	13 1/2	- 1/8	-00.92	148	387
N (VAR) Varian Assoc.	25 1/2	25 3/8	1/8	00.49	16	514
O (WGNR) Wegener	1 3/4	1 7/8	- 1/8	-06.66	8	12
N (WX) Westinghouse	75 5/8	76 3/4	-1 1/8	-01.47	12	10,913
N (ZE) Zenith	10	11 1/2	-1 1/2	-13.04	-10	267
Standard & Poor's 400	[illegible]		[illegible]		- 0.79	-3.20

May 8—*Federal Communications Bar Association* luncheon. Speaker: Gene Kimmelman, legislative director of the Consumer Federation of America. Washington Marriott, Washington.

May 8—*Society of Cable Television Engineers, Chattahoochee chapter*, annual chapter meeting. Perimeter North Inn, Atlanta. Information: Dick Amell, (404) 394-8837.

May 9—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speakers: Jack Fentress, VP-director of programing, Petry National Television, and John Von Soosten, VP-director of programing, Katz Television Group, on "The Rep Rap: Two Views on the Upcoming Syndication Season and the Programing Marketplace in General." Copacabana, New York. Information: (212) 768-7050.

May 10-11—*C-SPAN* Capitol Experience seminar "to provide cable operators with insight into the network's programing philosophy, reasons to carry C-SPAN and ways to promote it among their general audience." C-SPAN headquarters, Washington. Information: (202) 737-3220.

May 11—Deadline for comments to *National Telecommunications and Information Administration* on the globalization of mass media. U.S. Chamber of Commerce, NTIA, Washington. Information: (202) 377-1551.

May 13-15—*New Jersey Broadcasters Association* 44th annual convention. Bally's Grand hotel and casino, Atlantic City, N.J. Information: (201) 247-3337.

May 14—*New Hampshire Association of Broadcasters* sales seminar. Sheraton Wayfarer Inn, Bedford, N.H.

May 15—*International Radio and Television Society* annual meeting and Broadcaster of the Year Award luncheon. ABC's Hugh Downs to receive award. Waldorf-Astoria, New York. Information: (212) 867-6650.

May 15—Fourth annual Cable Day, sponsored by *Women in Cable, Chicago chapter*. Sheraton hotel, Rosemont, Ill. Information: (312) 693-9700.

May 16—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: David Poltrack, senior VP-planning and research, CBS Broadcast Group, on "Will Reality-Based Programing Take Over Prime Time? A Look Back at the 1989-90 Television Season and a Look Forward to Next Season." Copacabana, New York. Information: (212) 768-7050.

May 17—*Radio Advertising Bureau* regional sales training workshop, "dramatizing radio's competitive advantages against other media, and ways radio salespeople can accentuate radio's strengths in a media mix with other media, especially newspapers." Pittsburgh. Information: (212) 254-4800.

May 17-20—*American Women in Radio and Television* 39th annual convention. Theme: "Media Power in the 90s." Capital Hilton hotel, Washington.

May 18-20—*Radio Advertising Bureau* sales university, designed for salespeople with fewer than two years sales experience. Richmond. Information: (212) 254-4800.

May 19—Presentation of 42nd annual Los Angeles Area Emmy Awards, sponsored by *Academy of Television Arts and Sciences*. Pasadena Civic Auditorium, Pasadena, Calif. Information: (818) 763-2975.

May 19—Radio general managers roundtable for small and medium markets, sponsored by *National Association of Broadcasters*. Crescent hotel, Phoenix. Information: (202) 429-5420.

May 19-22—*CBS-TV* annual affiliates meeting. Century Plaza, Los Angeles.

May 20-23—*National Cable Television Association* annual convention. Atlanta Convention Center, Atlanta.

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C1750-1

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Apr 16

Just The Facts.

Fact: Now, also available on a barter basis.

Fact: Starting September '90.

Fact: No repeats—52 weeks of *original* programming.

Fact: Play them as a one-hour block, two half-hours, or as a strip.

The New **ADAM-12** *The New* **DRAGNET**

MCA TV
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59th Year 1990

AM's big day at the FCC

Take 1: NAB equipment review

Broadcasting Apr 16

Vol. 118 No. 16

35/ *AM band booster*

FCC hearing on struggling AM band results in package of rule changes that FCC believes will improve fidelity of AM, making it "competitive" with FM.

37/ *Saturday morning preview*

Saturday morning programing schedules are set, including addition of three-hour Fox Children's Network block and NBC's inclusion of live action shows.

42/ *NAB 90: Focus on technology*

Part I of BROADCASTING's coverage of National Association of Broadcasters exhibition in Atlanta begins with review of developments in high-definition TV, television station automation, digital radio broadcasting and UHF transmission.

41/ *TAUZIN IN MIDDLE*

Louisiana Democrat Representative Billy Tauzin, hopes to mediate talks between broadcasting and cable industries.

61/ *TIME WARNER AIDS PATHE*

In exchange for bridge loan to Pathe Communications for MGM/UA takeover, Time Warner will get worldwide distribution rights to film library.

57/ *10-FILM PACKAGE*

CBS gets broadcast rights from Universal Pictures to 10-title film package, which will appear on network prior to any pay cable run.

61/ *KEEPING EYE ON INFOMERCIALS*

Lawmakers watch growing industry of infomercials, concerned some may be misleading. But long-form ads are providing some stations with revenue in otherwise hard-to-sell time slots.

Pat Sajak

57/ *IN PLACE OF SAJAK*

CBS adds off-Fox show to its late night schedule, following cancellation of *The Pat Sajak Show*.

64/ *STATION BUYBACK*

Group of four principals of Unistar Radio Networks re-acquires two AM-FM combinations for $4 million.

65/ *PUBLIC RADIO CONFERENCE*

Noncommercial radio executives meet in Washington with eye on future and tighter budgets.

67/ *MAN BEHIND TV MARTI*

Cuban-American Jorge Mas Canosa says he welcomes GAO investigation of Marti advisory board he heads.

69/ *BUSINESS IN THE BALTIC*

Naples, Fla., businessman Mark Wodlinger and Washington-based consulting firm sign contracts with governments and private companies in Baltic states.

Wodlinger (r) with Lithuanian President Vytautas Landsbergis

71/ *COURT SAYS FCC ERRED*

U.S. Court of Appeals in Washington tells FCC it must consider obscenity charges in considering Chicago TV renewal.

95/ *TELCO POINT MAN*

As chief of FCC's Common Carrier Bureau, Rick Firestone will have as much say as anyone—and more than most—in drawing up ground rules under which telcos may compete in delivering video service to American public.

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BY THE NUMBERS 1

ABC's two-hour premiere of David Lynch's *Twin Peaks* captured the hearts and minds of viewers across America Sunday, April 8. The show had a healthy lead-in from a special one-hour *America's Funniest Home Videos*, and trounced the competition with an average 21.7/33. ABC won the night with an 18/29.

ABC also won Friday night, but NBC was back on the winning track, winning the 29th week of the prime time season (ending April 8), with an average 13.7/23. ABC, which won the week before for only its second win this season, was back in second with a 12.8/22, and CBS was third with an 11.6/20.

With one week to go in the season, NBC leads in prime time with a 14.6/24 to date, followed by ABC, 12.9/22, and CBS, 12.2/20.

CBS's only win of the week came Monday (April 9) wi'' its special coverage of the NCAA championship basketball game, which averaged a 20/31.

NBC won Tuesday, Wednesday, Thursday and Saturday, primarily with regularly scheduled pro-

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RATINGS ROUNDUP

Week 28 ◻ Apr. 2–Apr. 8

Rank/rating			◻ Network	◻ Show
1	▲	22.3/35	A	*Amer. Funniest Videos*
2		21.9/32	A	*Funniest Videos Special*
2		21.9/35	N	*Cheers*
4		21.8/38	N	*Cosby*
5		21.7/33	A	*Twin Peaks Special*
6		20.0/31	C	*NCAA Championship*
7		19.7/33	N	*A Different World*
8		18.6/32	N	*Unsolved Mysteries*
9		18.4/28	A	*Roseanne*
10		17.5/31	N	*Carol & Company Special*
11	▼	17.2/30	N	*Golden Girls*
12	▼	17.0/27	N	*Grand*
13	▲	16.7/28	N	*L.A. Law*
14	▼	16.1/27	C	*60 Minutes*
15	▲	16.0/26	N	*Matlock*
16	▲	15.5/25	A	*Doogie Howser, M.D.*
16	▼	15.5/25	A	*Wonder Years*
18		15.4/24	A	*Coach*
19	▲	14.7/23	N	*Monday Movie: Your Heart*
20	▲	14.6/26	A	*Growing Pains*
21	▲	14.5/24	C	*Knots Landing*
21	▲	14.5/21	F	*Married...With Children*
23		14.4/21	C	*Murder, She Wrote*
24	▼	14.3/24	A	*Who's the Boss?*
25	▲	14.0/24	A	*Head of the Class*
26	■	13.9/23	A	*Marshall Chronicles*
27	▼	13.7/26	A	*Full House*
27	▼	13.7/23	N	*Night Court*
29	▲	13.5/22	C	*Jake and the Fatman*
30	▲	13.3/21	N	*Hogan Family*
31		13.2/20	F	*Simpsons*
32	▼	13.1/25	N	*Hunter*
32	▲	13.1/23	N	*Midnight Caller*
34	▼	13.0/24	A	*Family Matters*
34	▼	13.0/24	A	*20/20*
36	▼	12.7/23	C	*Bagdad Cafe*
36	▼	12.7/21	C	*Rescue: 911*
38		12.1/19	A	*Monday Movie: Last Fling*
38	▼	12.1/22	N	*Amen*
40	▲	11.9/22	A	*Equal Justice*
40	▲	11.9/22	N	*Quantum Leap*
42		11.7/22	C	*Candid Camera Vacat.*
42	▼	11.7/21	A	*Perfect Strangers*
42		11.7/21	N	*Super Bloopers*
45	▼	11.5/21	C	*Dallas*
45		11.5/20	A	*thirtysomething*
47	▲	11.3/18	C	*Major Dad*
48	▲	11.2/18	N	*My Two Dads*
48	▲	11.2/18	A	*Young Riders*
50	▼	11.0/20	A	*Just the 10 of Us*
51	▼	10.7/16	N	*Sunday Movie: Jesus, Pt.1*
52	▼	10.5/17	C	*Tuesday Movie: Laker Girls*
53	▼	10.4/17	N	*FM*
53	▼	10.4/19	C	*Sugar & Spice*
55	▼	10.3/17	C	*Sunday Movie: Freedo*
56	▼	10.2/16	N	*Nasty Boys*
57	▲	10.1/19	N	*Baywatch*
57	▼	10.1/17	A	*Father Dowling*
57	▲	10.1/17	A	*Primetime Live*
60	▼	10.0/20	N	*A Family for Joe*
61	▼	9.8/18	N	*Mancuso, FBI*
62	▲	9.4/15	C	*City*
63	▼	9.2/17	A	*Mystery Movie: Kojak*
64	▲	8.9/13	F	*Open House*
65		8.6/16	C	*Paradise*
66	▼	8.4/14	C	*48 Hours*
66	▲	8.4/16	C	*Sat. with Connie Chung*
68	■	8.1/13	C	*Max Monroe: Cannon*
69		8.0/13	A	*Koppel Report*
70	▼	7.6/12	F	*America's Most Wanted*
71	▼	7.5/13	C	*Sydney*
71	▼	7.5/14	C	*Wiseguy*
73		7.4/13	C	*Tour of Duty*
74	▼	7.0/13	F	*Cops*
75	▲	6.8/12	A	*Life Goes On*
76		6.3/12	A	*Unclaimed Fortunes II*
77	▲	6.0/11	F	*Totally Hidden Video*
78	▲	5.5/9	F	*Booker*
79	▲	5.4/8	F	*Alien Nation*
79	▼	5.4/10	C	*Normal Life*
81	▼	5.2/8	F	*21 Jump Street*
82	▼	4.7/8	F	*Outsiders*
83		3.4/6	F	*Tracey Ullman*

Guide to symbols

▼ —Down in rank from last week ▲ —Up in rank from last week ■ —Premiere broadcast —No ranking change

Source: Nielsen Media Research

FREEZE FRAMES: Syndication Scorecard

Week ended Apr. 2

Rank	Program (Syndicator)	Rtg	Stns	Covg
1	Wheel of Fortune, syn. (King World)*	14.7	232	98
2	Jeopardy! (King World)	12.6	217	98
3	Star Trek: Next Generation (Paramount)	11.1	233	98
4	Cosby Show (Viacom)	9.2	203	97
5	Oprah Winfrey (King World)	9.2	215	98
6	Entertainment Tonight (Paramount)	8.7	177	96
7	Current Affair (20th Century Fox TV)	8.5	192	96
8	TV Net Movie (Tribune)	7.6	179	94
9	Donahue (Multimedia)	6.5	226	99
10	Mary Hart special (Paramount)	6.2	173	95
11	Orbis [illegible]	5.7	122	91
12	Geraldo (Tribune)	5.6	193	97
13	Family Feud 2 (LBS)	5.3	137	88
13	Hard Copy (Paramount)	5.3	157	91
13	People's Court (Warner Bros. Domestic TV)	5.3	182	92

The following shows were rated, but not ranked

Program (Syndicator)	Rtg	Stns	Covg
Wrestling Network	6.2	174	92
World Wrestling Federation (WWF)	9.6	250	97

* Nielsen weekly pocketpiece

Source: *Nielsen and Broadcasting's own research.*

BY THE NUMBERS 2

Summary of Broadcasting & Cable

BROADCASTING			
SERVICE	ON AIR	CP's[1]	TOTAL*
Commercial AM	4,977	253	5,230
Commercial FM	4,273	834	5,107
Educational FM	1,424	270	1,694
■ Total Radio	10,674	1,357	12,031
Commercial VHF TV	549	19	568
Commercial UHF TV	550	186	736
Educational VHF TV	123	5	128
Educational UHF TV	224	23	247
■ Total TV	1,446	233	1,679
VHF LPTV	300	205	505
UHF LPTV	457	1,508	1,965
■ Total LPTV	757	1,713	2,470
FM translators	1,815	318	2,133
VHF translators	2,722	125	2,847
UHF translators	2,205	403	2,608

CABLE†	
Total subscribers	53,238,000
Homes passed	73,900,000
Total systems	9,500
Household penetration†	57.8%
Pay cable penetration	29.4%

* Includes off air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

"By the Numbers" continues from page 12.

graming. The new Robert Mitchum sitcom, *A Family for Joe*, led off NBC's Saturday prime time at 8 p.m. and won the time period with a 10/20. The network's *Carol & Co.* also fared well in its second outing, Saturday at 9:30 p.m., placing first with a 17.5/31.

ABC's usually strong Tuesday night was weakened by a lineup of reruns, while NBC gave viewers a rerun of a two-hour *Matlock*, which helped the network win the night with an average 15/25.

MarketScope

Cable stocks were mixed, with six of 11 major MSO issues increasing, including TCA Cable TV up 12% to $13.25. Meanwhile, American Television & Communications fell to near 52-week low at 31½, down 6%. Westwood One, which last week introduced new network, fell to 52-week low, closing last Wednesday at 4½. Great American Communications (GACC) also declined to near 52-week low at 7⅛. Company recently announced it would sell ownership in Chiquita Brand. Another GACC ownership stake, 46% of Spelling Entertainment, declined in value as programing stock fell to 9½. MGM shares traded up 13% to 18½, apparently on news that interested $20-per-share bidder, Pathe Communications, had received financial backing from Time Warner. Among broadcasting stocks showing increases were A.H. Belo, McGraw-Hill and Heritage Media, which last week announced sale, subject to FCC approval, of K[illegible](AM) Santa Monica. Heritage also announced introduction of coupon-dispensing machine. Times Mirror continued month-long slide and closed at 32½, down 16% from four weeks ago. Recent SEC filings indicated company executives have been sellers. Another long-term slider, QVCN, fell to 11¼, down 30% from four weeks ago. Home shopping company recently announced collapse of attempt to sell subsidiary. Options of group owner BHC Communications recently began trading on Chicago Board Options Exchange.

Stock Index Notes: [illegible] A-American, N-NYSE, O-NASDAQ. Bid prices and common A stock used unless otherwise noted. P/E ratios are based on earnings per share for the previous 12 months as published by Standard & Poor's or as obtained by Broadcasting's own research.

STOCK INDEX 1

BROADCASTING

N	(CCB) Capital Cities/ABC	526 1/4	533	- 6 3/4	- 01.26	21	9,471
N	(CBS) CBS	180 1/8	178 3/4	1 3/8	00.76	16	4,259
A	(CCU) Clear Channel	13 7/8	13 7/8		00.00	-115	54
O	(JCOR) Jacor Commun.	5 1/8	5	1/8	02.50	-3	50
O	(LINB) LIN	68	68 3/8	- 3/8	- 00.54	38	3,504
O	(OBCCC) Olympic Broadcast	1/8	1/8		00.00		
O	(OSBN) Osborn Commun.	10 3/4	10 3/4		00.00	-51	75
O	(OCOMA) Outlet Commun.	21	20	1	05.00	13	137
A	(PR) Price Commun.	4 5/8	4 5/8		00.00	-3	42
O	(SAGB) Sage Broadcasting	2 1/4	2 1/4		00.00	-2	6
O	(SCRP) Scripps Howard	62 1/2	60	2 1/2	04.16	31	645
O	(SUNNC) SunGroup Inc.	1	1		00.00	-1	2
O	(TLMD) Telemundo	5 3/4	5 3/4		00.00	-2	131
O	(TVXGC) TVX Broadcast	4 1/8	4 5/8	- 1/2	- 10.81		30
O	(UTVI) United Television	33 1/2	33 1/2		00.00	5	365

BROADCASTING WITH OTHER MAJOR INTERESTS

N	(BLC) A.H. Belo	35 3/4	35 1/2	1/4	00.70	41	[illegible]
N	(AFL) American Family	14	14 1/4	- 1/4	- 01.75	13	[illegible]
O	(ACCMA) Assoc. Commun.	28	28 3/4	- 3/4	- 02.60	[illegible]	[illegible]
N	(CCN) Chris-Craft	31 5/8	31 3/8	1/4	00.79	[illegible]	[illegible]
O	(DUCO) Durham Corp.	32	31 1/4	3/4	02.40	31	[illegible]
N	(GCI) Gannett Co.	39 1/8	39 7/8	- 3/4	- 01.88	16	[illegible]
O	(GACC) Great Am. Comm.	7 1/8	7 3/8	- 1/4	- 03.38	-1	[illegible]
A	(HTG) Heritage Media	4 1/8	4	1/8	03.12	[illegible]	[illegible]
N	(JP) Jefferson-Pilot	40	40 1/2	- 1/2	- 01.23	12	[illegible]
N	(LEE) Lee Enterprises	28 1/8	27 1/2	5/8	02.27	18	[illegible]
N	(LC) Liberty	46 3/4	47	- 1/4	- 00.53	[illegible]	[illegible]
N	(MHP) McGraw-Hill	55 7/8	53	2 7/8	05.42	14	[illegible]
A	(MEGA) Media General	28 3/4	28 5/8	1/8	00.43	-151	[illegible]
N	(MDP) Meredith Corp.	31 3/4	31 5/8	1/8	00.39	18	[illegible]
O	(MMEDC) Multimedia	77	78 1/4	- 1 1/4	- 01.59	[illegible]	[illegible]

BY THE NUMBERS 3

STOCK INDEX 2

	Closing Wed Apr 11	Closing Wed Apr 4	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
A (NYTA) New York Times	23 1/2	23 5/8	- 1/8	- 00.52	13	1,932
N (NWS) News Corp. Ltd.	16 1/2	15 5/8	7/8	05.60	6	4,429
O (PARC) Park Commun.	21 1/4	21	1/4	01.19	23	439
O (PLTZ) Pulitzer Publishing	27 1/4	27 1/4		00.00	13	285
N [illegible] Group	5 3/4	5 3/4		00.00	-7	438
N (RTRSY) Reuters Ltd.	56 5/8	56 7/8	- 1/4	- 00.44	29	25,485
O (STAUF) Stauffer Commun.	144	144		00.00	46	144
N (TMC) Times Mirror	32 1/4	33	- 3/4	- 02.27	12	4,187
N (TMCI) TM Communications	1/8	1/8		00.00	-1	
N (TRB) Tribune	42 1/2	43 1/4	- 3/4	- 01.73	13	3,002
A (TBS.A) Turner Bcstg. 'A'	44 3/4	45 5/8	- 7/8	- 01.91	-55	2,218
A (TBS.B) Turner Bcstg. 'B'	43 3/8	42 1/4	1 1/8	02.66	-55	1,135
A (WPOB) Washington Post	275	275		00.00	19	3,480

PROGRAMING

	Closing Wed Apr 11	Closing Wed Apr 4	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
O (ALLT) All American TV	3 3/4	3 3/8	3/8	11.11		4
A (CLR) Color Systems	2 1/2	2 3/8	1/8	05.26	0	13
O (dcpi) dick clark prod.	5 1/2	5 5/8	- 1/8	- 02.22	28	45
N (DIS) Disney	118	115	3	02.61	22	16,473
O (FNNI) Financial News	4 3/4	4 3/4		00.00	30	121
A (FE) Fries Entertain.	1	1		00.00	-1	9
A (HHH) Heritage Entertain.	1	1 1/8	- 1/8	- 11.11		7
A (HSN) Home Shopping Net.	7	7		00.00	43	628
N (KWP) King World	43 3/8	43	3/8	00.87	14	1,605
O (KREN) Kings Road Entertain.	1/2	5/8	- 1/8	- 20.00		0
N (MCA) MCA	52 5/8	49 3/4	2 7/8	05.77	19	3,808
N (MGM) MGM/UA Commun.	18 3/8	16 1/4	2 1/8	13.07	-12	937
A (NNH) Nelson Holdings	7 7/8	8 1/2	- 5/8	- 07.35		30
A (NWP) New World Pictures	13/16	7/8	- 1/16	- 07.14	-1	5
N (OPC) Orion Pictures	20 7/8	21	- 1/8	- 00.59	25	376
N (PCI) Paramount Commun.	46	44 1/4	1 3/4	03.95	14	5,475
N (PLA) Playboy Ent.	15 1/2	15 1/2		00.00	-158	127
O [illegible]	7 1/4	7 1/4		00.00		35
O [illegible]	11 7/8	13 1/4	- 1 3/8	- 10.37	-25	119
O [illegible] Commun.	8 3/4	8 3/4		00.00	-6	85
O (RPICA) Republic Pic. 'A'	8 1/4	8 1/2	- 1/4	- 02.94	81	35
O (RPICB) Republic Pic. 'B'	8	8		00.00	36	34
O (SP) Spelling Entertainment	9 1/2	9 3/4	- 1/4	- 02.56	25	314
O (JUKE) Video Jukebox Net.	7 7/8	7 7/8		00.00	-24	73
O (WONE) Westwood One	4 3/4	5 3/4	- 1	- 17.39	-3	68

SERVICE

	Closing Wed Apr 11	Closing Wed Apr 4	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
O (AMEA) A.M.E. Inc.	6 3/4	6 5/8		[illegible]	[illegible]	33
O (BSIM) Burnup & Sims	16	15 5/8	3/8	02.40	20	165
N (CQ) Comsat	35 3/4	34 3/4	1	02.88	8	541
N (DNB) Dun & Bradstreet	41 5/8	41 1/2	1/8	00.30	15	8,070
N (FCB) Foote Cone & B.	29 1/2	28 7/8	5/8	02.16	10	241
O (GREY) Grey Advertising	160	163	- 3	- 01.84	13	172
O (IDBX) IDB Communications	9 3/4	9 1/2	1/4	02.63	487	40
N (IPG) Interpublic Group	34 3/8	32 1/2	1 7/8	05.76	17	1,107
O (OMCM) Omnicom Group	23 3/4	23 1/2	1/4	[illegible]	13	[illegible]
N (SAA) Saatchi & Saatchi	6 1/4	6 3/8	- 1/8	- 01.96	5	[illegible]
O (TLMT) Telemation	2 1/2	2 1/2		00.00	-1	[illegible]
A (UNV) Unitel Video	9 5/8	10 1/8	- 1/2	- 04.93	26	[illegible]

CABLE

	Closing Wed Apr 11	Closing Wed Apr 4	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
A (ATN) Acton Corp.	12 1/8	12 1/8		00.00	8	[illegible]
O (ATCMA) Am. TV & Comm.	37 1/2	35 1/2	2	05.63	70	[illegible]
O (CTEX) C-Tec Corp.	18	17	1	05.88	29	[illegible]
A (CVC) Cablevision Sys. 'A'	23	23		00.00	[illegible]	[illegible]
A (CTY) Century Comm.	8 3/8	8 1/4	1/8	01.51	-11	[illegible]
O (CMCSA) Comcast	13 1/8	12 3/4	3/8	02.94	-15	[illegible]
A (FAL) Falcon Cable Systems	16 5/8	16 3/4	- 1/8	- 00.75	-27	[illegible]
O (JOIN) Jones Intercable	9 1/8	8 3/4	3/8	04.28	4	[illegible]
N (KRI) Knight-Ridder	53 5/8	52 1/4	1 3/8	02.63	15	[illegible]
T (RCI.A) Rogers Commun. 'A'	15 3/8	15 5/8	- 1/4	NA	NA	[illegible]
T (RCI.B) Rogers Commun. 'B'	10 1/4	11 1/4	- 1	NA	NA	[illegible]
O (TCAT) TCA Cable TV	13 1/4	11 7/8	1 3/8	11.57	37	[illegible]
O (TCOMA) Tele-Commun.	13 3/4	13 3/4		00.00	-20	[illegible]
N (TWX) Time Warner	96 1/2	95	1 1/2	01.57	-64	[illegible]
O (UAECA) United Art. Ent.A	13 1/8	12	1 1/8	09.37	-7	[illegible]
O (UAECB) United Art. Ent.B	13 1/2	13 1/4	1/4	01.88	-27	[illegible]
N (VIA) Viacom	60 3/4	60	- 1/4	[illegible]	[illegible]	[illegible]
N (WU) Western Union	5/8	1/2	1/8	25.00		[illegible]

EQUIPMENT & MANUFACTURING

	Closing Wed Apr 11	Closing Wed Apr 4	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
N (MMM) 3M	80 1/4	81 1/2	- 3/4	[illegible]	16	[illegible]
N (ARV) Arvin Industries	18 1/4	18 1/4		00.00	11	[illegible]
O (CCBL) C-Cor Electronics	11	11 1/8	- 1/8	- 01.12	9	[illegible]
N (CHY) Chyron	2	2		00.00	14	[illegible]
A (COH) Cohu	8 7/8	8 3/4	1/8	01.42	7	[illegible]
N (EK) Eastman Kodak	39 7/8	40 1/4	- 3/8	- 00.93	11	[illegible]
N (GRL) Gen. Instrument	30 3/8	30 1/4	1/8	00.41	8	[illegible]
N (GE) General Electric	64 7/8	64 1/4	5/8	00.97	13	[illegible]
N (HRS) Harris Corp.	32 1/2	33 1/8	- 5/8	- 01.88	47	[illegible]
N (MAI) M/A Com. Inc.	3 7/8	4	- 1/8	- 03.12	[illegible]	[illegible]
N (IV) Mark IV Indus.	12 1/4	12 1/2	- 1/4	- 02.00	3	[illegible]
O (MATT) Matthews Equip.	2	2		00.00	[illegible]	[illegible]
O (MCDY) Microdyne	3 5/8	3 5/8		00.00	[illegible]	[illegible]
O (MCOM) Midwest Commun.	3 5/8	3 7/8	- 1/4	- 06.45	[illegible]	[illegible]
N (MOT) Motorola	69	66 5/8	2 3/8	03.56	15	[illegible]
N (OAK) Oak Industries	1	1		00.00	[illegible]	[illegible]
A (PPI) Pico Products	1 1/8	1 1/8		00.00		[illegible]
N (SFA) Sci-Atlanta	21 5/8	23 1/8	- 1 1/2	- 06.48	[illegible]	[illegible]
N (SNE) Sony Corp.	54 5/8	58 3/4	- 4 1/8	- 07.02	[illegible]	[illegible]
N (TEK) Tektronix	15 1/8	15 3/8	- 1/4	[illegible]	[illegible]	[illegible]
N (VAR) Varian Assoc.	36 3/4	35 1/2	[illegible]	[illegible]	[illegible]	[illegible]
O (WGNR) Wegener	1 5/8	1 3/4	- 1/8	- 07.14	[illegible]	[illegible]
N (WX) Westinghouse	75 7/8	75 1/8	3/4	[illegible]	[illegible]	[illegible]
N (ZE) Zenith	10 1/4	10 1/2	- 1/4	[illegible]	[illegible]	[illegible]
Standard & Poor's 400	397.12	[illegible]	[illegible]	[illegible]		

spring conference. Holiday Inn, Terre Haute, Ind. Information: (317) 638-1332.

April 18-21—*National Broadcasting Society/Alpha Epsilon Rho* national convention. Sheraton World Resort, Orlando. Information: John Lopicollo, (803) 777-3324.

April 18-22—*Religious Communication Congress* "once-a-decade international interfaith event," featuring seminars and workshops and exhibits from broadcasting, production, music, publishing, fund raising, computer and satellite. Opryland hotel, Nashville. Information: (317) 236-1585.

April 19—*Ohio State Awards* presentation ceremony and luncheon. National Press Club, Washington. Information: Phyllis Madry, (614) 292-0185.

■ **April 19**—*Women in Cable, Philadelphia chapter*, stress management seminar. Valley Forge Hilton, King of Prussia, Pa. Information: Lisa Stuchel, (215) 668-2210.

April 19-20—*C-SPAN* "Capitol Experience" seminar "to provide cable operators with insight into the network's programing philosophy, reasons to carry C-SPAN and ways to promote it among their general audience." C-SPAN headquarters, Washington. Information: (202) 737-3220.

April 19-20—"Cable Television Law: Revisiting the Cable Act," seminar co-sponsored by *Practising Law Institute* and *California Continuing Education of the Bar*. Hotel Meridien, San Francisco. Information: (212) 765-5700.

April 19-21—*New Mexico Broadcasters Association* annual convention. Ramada Classic hotel, Albuquerque, N.M. Information: (505) 299-6908.

April 20—*NATPE Educational Foundation's* fourth annual regional seminar, "Meeting the New Competition for Our Audience." Westin hotel, Chicago. Information: (213) 282-8801.

April 20—Deadline for reply comments in *National Telecommunications and Information Administration* study on use and management of radio frequency spectrum. Information: (202) 377-1551.

April 20-21—*Texas AP Broadcasters* annual convention. Worthington hotel, Fort Worth. Information: Diana Jensen, (214) 991-2100.

■ **April 20-21**—*Radio-Television News Directors Association* region six conference. Speakers include Bill Lynch, CBS News, and Bob Priddy, past RTNDA chairman. Holiday Inn on the Lake, Lake of the Ozarks, Mo. Information: Nan Siemer, (314) 449-4141.

April 20-21—*Florida Associated Press Broadcasters* 42nd annual meeting and awards luncheon. Airport Holiday Inn, Orlando, Fla. Information: Chris MacGill, (305) 594-5825.

April 20-22—"Urban Poverty in the 1990's," economics conference for journalists sponsored by *Foundation for American Communications, Ford Foundation* and *Los Angeles Times*. Los Angeles Midtown Hilton, Los Angeles. Information: (213) 851-7372.

April 20-25—*MIP-TV*, international program market. Palais des Festivals, Cannes, France. Information: (212) 750-8899.

April 21—*Radio-Television News Directors Association* region two conference. Speakers include RTNDA President David Bartlett. Los Angeles. Information: Bill Yeager, (213) 462-6053.

■ **April 21**—*Radio-Television News Directors Association region four/Texas AP Broadcasters* conference. Luncheon speaker: Ron Nessen, VP, Mutual Broadcasting. Worthington hotel, Fort Worth. Information: Stuart Kellogg, (405) 478-6320.

■ **April 21**—*Radio-Television News Directors Association region seven and region 10* super regional conference. Indianapolis Athletic Club, Indianapolis. Information: Gene Slaymaker, (317) 923-1456.

■ **April 21**—*Radio-Television News Directors Association region 13/Florida AP Broadcasters* conference. Orlando, Fla. Information: Marsha Taylor, (407) 297-6397.

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Broadcasting Apr 23

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59th Year 1990

ABC climbs with 'Twin Peaks'

At Large: ABC's Robert Iger

Broadcasting Apr23

Vol. 118 No. 17

35/ *ABC reaches new peaks*

ABC's *Twin Peaks* is latest of its season-ending hot properties. Along with *America's Funniest Home Videos*, it is helping boost ABC's reputation as network of future.

36/ *At Large with Robert Iger*

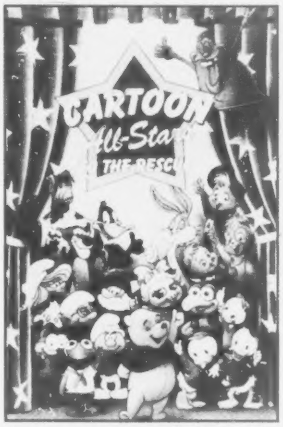
ABC Entertainment's president describes his "patiently aggressive" strategy for improving network's standing.

38/ *Cable-broadcasting front*

Group of high-level executives of major media companies with ownership in both broadcasting and cable are trying to reconcile differences separating two industries.

40/ *TOONS TO THE RESCUE*

Industry-wide animated anti-drug abuse show *Cartoon All-Stars to the Rescue*, is seen as powerful weapon in war on drugs.


Cartoon All-Stars to the Rescue

41/ *ARBITRON RADIO RATINGS*

According to latest Arbitron numbers, AM's hold top slot in five of top 10 markets, but there is less of ratings difference among some leading stations.

42/ *JAPANESE BACKING*

Tokyo-based Marubeni Corp. agrees to financially back joint program production and distribution venture with Hollywood-based Ventura Entertainment Group.

43/ *PPV ACTIVITY*

Pay per view executives remain optimistic that PPV still holds revenue promise for cable operators.

44/ *PPV DBS SERVICE*

Touchtone Video Network prepares for late summer launch of 17-channel satellite PPV service.

45/ *LESS LONG-FORM FOR MAY SWEEPS*

Networks and Fox move away from long mini-series for upcoming sweeps, relying instead on specials, movies and high profile episodes of their regular series.

ABC movie: 'The Story of the Beach Boys: Summer Dreams'

46/ *NBC TAKES THE FIFTH*

NBC wins its fifth straight ratings race, followed by ABC and CBS in third place.

52/ *TAKE 2: NAB EQUIPMENT REVIEW*

Part II of BROADCASTING'S coverage of National Association of Broadcasters exhibition in Atlanta focuses on advancements in tape, cameras, graphics and SNG equipment.

58/ *HUGHES TAKES TUXXEDO OFF*

Tuxxedo Network loses its first legal battle to resume transmission of its adult PPV cable service one week after Hughes Communications drops service, citing Alabama obscenity law.

61/ *MMT SALES SALE*

Meredith Corp. reaches agreement to sell its rep firm, MMT Sales Inc., to management of MMT Sales.

63/ *STATIONS MOVING TOWARD SINGLE SERVICE*

New Petry study shows trend toward stations choosing either Arbitron or Nielsen.

66/ *FCC LOOKS INTO FAA STANDARDS*

Mass Media Bureau official says bureau is doing all it can to find solution to Federal Aviation Administration interference standards that are hindering construction of new FM's.

66/ *BROADCASTERS BALK AT FCC PLAN*

Broadcasters oppose FCC's proposal to reimpose nonduplication rules.

87/ *NETWORK NEWS BEAT*

Paul Friedman, executive producer of *ABC World News Tonight with Peter Jennings*, is leading ratings race in profession he "fell in love with" some 20 years ago.

DEPARTMENTS

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BY THE NUMBERS 1

NBC and ABC tied for first place in the final week of the 1989-90 season, April 9-15, marking the first time since the week of Jan. 5, 1987 that NBC was not sole victor in a weekly ratings battle against regular series programing. Both networks received household ratings of 11.9, while CBS posted an 11.0. ABC last beat NBC for the week ending March 24, 1985. For this season, however, NBC won top honors outright (see page 46).

The regular series premiere of ABC's *Twin Peaks*, on Thursday, April 12, scored an impressive 16.2 rating/27 share, opposite NBC's *Cheers* and *Grand*. *Peaks* ranked 13th for the week, and brought ABC its best performance in the 9-10 p.m. period in four years. ABC's *Roseanne* was the number-one show for the week, with a 22.1/35.

ABC won Tuesday and Friday, and had three of the top 10 programs: *Roseanne* (1), *America's Home Videos* (3) and *Coach* (5). NBC won Wednesday, Thursday and Saturday, and had sev-

"By the Numbers" continues on page 16.

RATINGS ROUNDUP

Week 29 □ Apr. 9–Apr. 15

Rank/rating			Network	Show
1	▲	22.1/35	A	*Roseanne*
2		19.7/33	N	*Cheers*
3	▼	18.8/34	A	*Amer. Funniest Videos*
4		18.6/34	N	*Cosby*
5	▲	17.8/28	A	*Coach*
6	▲	17.7/31	N	*A Different World*
7		17.6/30	N	*Cheers Special*
8	▲	17.3/32	N	*Golden Girls*
9		17.2/31	N	*Empty Nest*
10	▼	17.1/30	N	*Unsolved Mysteries*
11	▲	16.7/27	A	*Wonder Years*
12	▲	16.6/28	A	*Who's the Boss?*
13	■	16.2/27	A	*Twin Peaks*
14	■	16.1/30	N	*Carol & Company*
15	▲	16.0/26	C	*Rescue: 911*
16		15.9/25	C	*Designing Women*
16	▲	15.9/26	F	*Simpsons*
18	▲	15.7/25	F	*Married...With Children*
19	▼	15.4/25	N	*Grand*
19	▼	15.4/34	C	*60 Minutes*
21		14.9/24	C	*Murphy Brown*
22		14.8/27	N	*Down Home Preview*
23	▲	14.4/28	A	*Full House*
23		14.4/24	C	*Miss Universe Pageant*
25	▲	13.6/22	N	*Night Court*
26		13.2/22	A	*Sunday Movie: Daylights*
27		13.1/22	C	*Newhart*
28	▲	13.0/24	A	*20/20*
29		12.9/21	F	*Living Color Preview*
30	▼	12.8/21	C	*Jake and the Fatman*
31	■	12.7/25	N	*Down Home*
31	▲	12.7/23	A	*Family Matters*
31	▲	12.7/23	A	*Perfect Strangers*
34		12.4/21	A	*Macgyver*
34	▲	12.4/21	C	*Major Dad*
36	▼	12.3/21	C	*Murder, She Wrote*
37	▼	11.9/20	N	*Monday Movie: Jesus, Pt.2*
38	▼	11.8/19	A	*Doogie Howser, M.D.*
38	▲	11.8/21	A	*Just the 10 of Us*
40	▲	11.7/21	C	*Dallas*
40	▲	11.7/20	A	*thirtysomething*
42	▼	11.6/21	A	*Growing Pains*
42	▼	11.6/20	A	*Head of the Class*
44		11.4/19	N	*Movie. Jesus, Pt.3*
45		11.3/19	N	*Bob Hope: Acapulco*
46	▼	10.8/19	C	*Bagdad Cafe*
47	▲	10.7/19	A	*Primetime Live*
48	▲	10.5/17	C	*Tuesday Movie: Nights*
49	▲	10.3/17	C	*City*
50	▼	10.1/17	A	*Monday Movie: Capital News*
51	▲	10.0/18	A	*Father Dowling*
51		10.0/19	C	*His & Hers*
51	▲	10.0/18	C	*Sugar & Spice*
51	■	10.0/19	N	*13 East*
55		9.9/18	N	*Movie: Shannon's Deal*
55	▼	9.9/18	N	*Quantum Leap*
57	▲	9.8/10	A	*Mystery Movie: B.L. Stryker*
57	▼	9.8/18	A	*Equal Justice*
57		9.8/10	N	*Heat of the Night Special*
60	▼	9.7/16	A	*Marshall Chronicles*
61	▼	9.6/16	N	*FM*
61	▲	9.6/17	C	*48 Hours*
61	▲	9.6/17	C	*Wiseguy*
64	▼	9.1/18	N	*A Family for Joe*
65		9.0/18	C	*Paradise*
65		9.0/17	C	*Ringling Bros. Circus*
67	▲	8.8/15	C	*Max Monroe: Cannon*
68		8.1/15	N	*Disney: Mary Poppins*
69	▲	7.5/14	F	*Totally Hidden Video*
70	▲	7.4/14	C	*Tour of Duty*
71	▼	6.9/12	F	*America's Most Wanted*
71		6.9/12	N	*Brand New Life*
73		6.8/12	F	*Movie: Earth Girls*
74		6.7/13	F	*Cops*
75	▲	6.6/11	C	*Normal Life*
76	▼	6.4/12	C	*Sydney*
77	▼	6.3/14	A	*Life Goes On*
78		5.8/10	F	*Booker*
79	▼	5.7/11	C	*Sat. with Connie Chung*
80	▼	5.1/8	F	*Alien Nation*
81		4.9/8	F	*21 Jump Street*
82		4.8/9	F	*H.E.L.P.*
83	▼	4.3/9	F	*Outsiders*
84	▼	3.4/6	F	*Tracey Ullman*

Guide to symbols
▼ —Down in rank from last week ▲ —Up in rank from last week ■ —Premiere broadcast ○ —No ranking change

Source: Nielsen Media Research

FREEZE FRAMES: Syndication Scorecard *

Week ended Apr. 9

Rank	Program (Syndicator)	Rtg	Stns	Covg
1	Wheel of Fortune, syn. (King World)	13.7	232	98
2	Jeopardy! (King World)	11.7	218	97
3	Star Trek: Next Generation (Paramount)	10.2	227	97
4	Oprah Winfrey (King World)	9.0	217	99
5	Entertainment Tonight (Paramount)	8.4	179	96
6	Wheel of Fortune, wknd. (King World)	8.3	205	92
7	Cosby Show (Viacom)	8.0	204	98
8	Current Affair (20th Century Fox TV)	7.9	194	96
9	Donahue (Multimedia)	6.1	227	99
10	Star Search (TPE)	5.6	171	97
11	Geraldo (Tribune)	5.4	191	99
12	Hard Copy (King World)	5.2	159	91
13	Lifestyles of Rich & Famous (TPE)	5.1	158	92
14	Chip 'N' Dale (Buena Vista)	5.0	176	96
14	Mama's Family, syn. (Lorimar)	5.0	182	92
14	People's Court (Warner Bros. Domestic TV)	5.0	182	92

The following shows were rated, but not ranked

Program (Syndicator)	Rtg	Stns	Covg
Wrestling Network	7.0	175	92
World Wrestling Federation (WWF)	8.6	254	97

* Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research.

BY THE NUMBERS 2

Summary of Broadcasting & Cable

BROADCASTING			
SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,981	250	5,231
Commercial FM	4,282	859	5,141
Educational FM	1,425	278	1,703
■ Total Radio	10,688	1,387	12,075
Commercial VHF TV	549	19	568
Commercial UHF TV	550	188	738
Educational VHF TV	124	4	128
Educational UHF TV	225	22	247
■ Total TV	1,448	233	1,681
VHF LPTV	300	205	505
UHF LPTV	457	1,508	1,965
■ Total LPTV	757	1,713	2,470
FM translators	1,831	301	2,132
VHF translators	2,721	123	2,844
UHF translators	2,211	395	2,606

CABLE†	
Total subscribers	53,238,000
Homes passed	73,900,000
Total systems	9,500
Household penetration†	57.8%
Pay cable penetration	29.7%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

"By the Numbers" continues from page 15

en of the top 10 shows: *Cheers* during its regular 9 p.m. Thursday time period (2), *The Bill Cosby Show* (4), *A Different World* (6), A *Cheers* special that aired at 10 p.m. on Thursday (7), *The Golden Girls* (8), *Empty Nest* (9) and *Unsolved Mysteries* (10). CBS won Monday and Sunday nights, but placed no programs in the top 10.

MarketScope

While the large capitalization stock indices were roughly flat for the week, media stocks continued to drop overall. The industry's problems were evidenced by mutual fund rankings for the first quarter showing one media-oriented fund ranking among the 15 worst performers. Some results last week may have been related to earnings releases, particularly for publishing/group owner stocks experiencing problems with newspaper advertising. Scripps-Howard was off 7% to 58¼ and New York Times fell 9% to 21⅛. Other group owners, such as Times Mirror, were off as well, and Great American Communications (GACC) approached a new 52-week low at 6½. GACC-affiliated company Spelling Entertainment, was also off, 18% to 7¼. News that three top King World Productions executives sold the majority of their shares may have been responsible for some of that stock's decline of 9% to 39¾. Reports said that the company's chief operating officer, Stephen Palley, sold 59% of his holdings for $800,000, Sidney Cohen, president of domestic TV sales, sold all his holdings for $1.6 million, and that Leonard Spilka sold 97% of his holdings for $362,000. MSO stocks were mostly flat or down, but TCA Cable TV improved to 14½, up 22% from two weeks ago. Adelphia fell 8%, to 12¼.

Stock Index Notes: T-Toronto, A-American, N-NYSE, O-NASDAQ. Bid prices and common A stock used unless otherwise noted. P/E ratios are based on earnings per share for the previous 12 months as published by Standard & Poor's or as obtained by Broadcasting's own research.

STOCK INDEX 1

BROADCASTING	Closing Wed Apr 18	Closing Wed Apr 11	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
N (CCB) Capital Cities/ABC	539 3/8	526 1/4	13 1/8	02.49	19	9,456
N (CBS) CBS	178	180 1/8	- 2 1/8	- 01.17	15	4,209
A (CCU) Clear Channel	13 3/4	13 7/8	- 1/8	- 00.90	-114	55
O (JCOR) Jacor Commun.	4 7/8	5 1/8	- 1/4	- 04.87	-3	48
O (LINB) LIN	67	68	- 1	- 01.47	62	3,455
O (MOBQC) Olympic Broadcast	1/8	1/8		00.00		
O (OSBN) Osborn Commun.	10 3/4	10 3/4		00.00	-67	75
O (OCOMA) Outlet Commun.	21 1/2	21	1/2	02.38	13	140
A (PR) Price Commun.	4 5/8	4 5/8		00.00	-3	42
O (SAGB) Sage Broadcasting	2	2 1/4	- 1/4	- 11.11	-2	7
O (SCRP) Scripps Howard	58 1/4	62 1/2	- 4 1/4	- 06.80	28	601
O (SUNNC) SunGroup Inc.	1 1/4	1	1/4	25.00	-1	2
O (TLMD) Telemundo	5 7/8	5 3/4	1/8	02.17	-2	134
O (TVXGC) TVX Broadcast	4 1/2	4 1/8	3/8	09.09		32
O (UTVI) United Television	33 3/4	33 1/2	1/4	00.74	5	367

BROADCASTING WITH OTHER MAJOR INTERESTS	Closing Wed Apr 18	Closing Wed Apr 11	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
N (BLC) A.H. Belo	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
N (AFL) American Family	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
O (ACCMA) Assoc. Commun.	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
N (CCN) Chris-Craft	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
O (DUCO) Durham Corp.	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
N (GCI) Gannett Co.	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
O (GACC) Great Am. Comm.	6 1/2	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
A (HTG) Heritage Media	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
N (JP) Jefferson-Pilot	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
N (LEE) Lee Enterprises	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
N (LC) Liberty	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
N (MHP) McGraw-Hill	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
A (MEGA) Media General	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
N (MDP) Meredith Corp.	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
O (MMEDC) Multimedia	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

STOCK INDEX 2

	Closing Wed Apr 18	Closing Wed Apr 11	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
A (NYTA) New York Times	21 3/8	23 1/2	- 2 1/8	- 09.04	8	1,068
N (NWS) News Corp. Ltd.	16 7/8	16 1/2	3/8	02.27	7	4,030
O (PARC) Park Commun.	20 3/4	21 1/4	- 1/2	- 02.35	22	426
O (PLTZ) Pulitzer Publishing	27 1/4	27 1/4		00.00	9	285
N (REL) Reliance Group Hold.	5 3/4	5 3/4		00.00	19	428
O (RTRSY) Reuters Ltd.	56 1/4	56 1/8	1/8	00.22	26	25,552
O (STAUF) Stauffer Commun.	144	144		00.00	48	144
N (TMC) Times Mirror	30 7/8	32 1/4	- 1 3/8	- 04.26	13	3,989
O (TMCI) TM Communications	5/16	1/8	3/16	*****	-3	2
N (TRB) Tribune	41 1/4	42 1/2	- 1 1/4	- 02.94	13	2,913
A (TBSA) Turner Bcstg. 'A'	44 7/8	44 3/4	1/8	00.27	-58	2,224
A (TBSB) Turner Bcstg. 'B'	43	42 3/8	- 3/8	- 00.88	-54	1,125
A (WPOB) Washington Post	275	275		00.00	17	3,480

PROGRAMING

	Closing Wed Apr 18	Closing Wed Apr 11	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
O (ALLT) All American TV	3 5/8	3 3/4	- 1/8	- 03.33		4
A (CLR) Color Systems	2 1/8	2 1/2	- 3/8	- 15.00	-2	12
O (DCPI) dick clark prod.	5 1/2	5 1/2		00.00	25	45
N (DIS) Disney	113 5/8	116	- 2 3/8	- 02.06	21	15,220
O (FNNI) Financial News	7	6 3/4	1/4	03.70	28	126
A (FE) Fries Entertain.	1 7/8	2	- 1/8	- 06.25	-2	9
A (HHH) Heritage Entertain.	1 1/8	1	1/8	12.50	-1	6
A (HSN) Home Shopping Net.	6 7/8	7	- 1/8	- 01.78	-76	617
N (KWP) King World	39 3/4	43 3/8	- 3 5/8	- 08.35	12	1,004
O (KREN) Kings Road Entertain.	1/8	1/8		00.00		0
N (MCA) MCA	53 1/4	52 5/8	5/8	01.18	20	3,911
N (MGM) MGM/UA Commun.	17 7/8	18 3/8	- 1/2	- 02.72	-23	909
A (NHI) Nelson Holdings	6 7/8	7 7/8	- 1	- 12.69		29
O (NNET) Nostalgia Net.	15/16	15/16		00.00	-1	5
N (OPC) Orion Pictures	20 3/4	20 7/8	- 1/8	- 00.59	25	374
N (PCI) Paramount Commun.	45 3/8	46	- 5/8	- 01.35	25	5,362
N (PLA) Playboy Ent.	13	13 1/2	- 1/2	- 03.70	-81	122
O (QNTQE) Qintex Ent.	1 1/4	1 1/4		00.00		20
O (QVCN) QVC Network	11 3/8	11 7/8	- 1/2	- 04.21	32	171
O (RVCC) Reeves Commun.	6 3/4	6 3/4		00.00	-6	85
O (RPICA) Republic Pic. 'A'	8	8 1/4	- 1/4	- 03.03	34	34
O (RPICB) Republic Pic. 'B'	7 3/4	8	- 1/4	- 03.12	86	33
O (SP) Spelling Entertainment	7 3/4	9 1/2	- 1 3/4	- 18.42	32	256
O (JUKE) Video Jukebox Net.	7	7 7/8	- 7/8	- 11.11	-28	65
O (WONE) Westwood One	5 1/2	4 3/4	3/4	15.78	-3	80

SERVICE

	Closing Wed Apr 18	Closing Wed Apr 11	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
O (AGRP) Andrews Group	3 5/8	3 5/8		00.00	-2	33
O (BSIM) Burnup & Sims	15 3/8	15	3/8	02.50	32	193
N (CQ) Comsat	32 1/4	32 1/2	- 1/4	- 00.76	9	237
N (DNB) Dun & Bradstreet	47 1/8	46 3/8	3/4	01.61	15	8,725
N (FCB) Foote Cone & B.	28 3/8	28 1/4	1/8	00.44	14	302
O (GREY) Grey Advertising	151	151		00.00	14	172
O (IDBX) IDB Communications	8 5/8	8 3/4	- 1/8	- 01.42	23	42
N (IPG) Interpublic Group	33 3/4	34 3/8	- 1 5/8	- 04.72	15	1,130
O (OMCM) Omnicom Group	23 1/4	22 3/4	1/2	02.19	12	610

	Closing Wed Apr 18	Closing Wed Apr 11	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
N (SAA) Saatchi & Saatchi	5 3/4	6 1/8	- 3/8	- 06.12	5	[illegible]
O (TLMT) Telemation	2 1/2	2 1/2		00.00	5	11
A (UNV) Unitel Video	3 7/8	5 5/8	- 3/4	- 07.79	-36	18

CABLE

	Closing Wed Apr 18	Closing Wed Apr 11	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
A (ATN) Acton Corp.	12 1/8	12 1/8		00.00	[illegible]	[illegible]
O (ATCMA) Am. TV & Comm.	32 1/2	31 1/2	1	03.17	37	[illegible]
O (CTEX) C-Tec Corp.	17 7/8	18	- 1/8	- [illegible]	[illegible]	[illegible]
A (CVC) Cablevision Sys. 'A'	22 1/8	23	- 7/8	- 03.80	-4	[illegible]
A (CTY) Century Comm.	7 7/8	8 3/8	- 1/2	- 05.97	-6	[illegible]
O (CMCSA) Comcast	15 [illegible]	15 [illegible]	3/8	02.[illegible]	-6	[illegible]
A (FAL) Falcon Cable Systems	13 3/4	13 5/8	1/8	00.92	-30	[illegible]
O (JOIN) Jones Intercable	8 3/4	9 1/8	- 3/8	- 04.10	-3	[illegible]
N (KRI) Knight-Ridder	51	53 5/8	- 2 5/8	- 04.89	10	2,8[illegible]
T (RCI.A) Rogers Commun. 'A'	13	15 3/8	- 2 3/8	- 15.5	-34	[illegible]
T (RCI.B) Rogers Commun. 'B'	9 1/2	10 1/4	- 3/4	- 7.4	-16	111
O (TCAT) TCA Cable TV	14 1/2	13 1/4	1 1/4	09.43	38	[illegible]
O (TCOMA) Tele-Commun.	13 7/8	13 3/4	1/8	00.90	-15	[illegible]
N (TWX) Time Warner	99 1/4	96 1/2	2 3/4	02.84	-22	[illegible]
O (UAECA) United Art. Ent. A	12 7/8	13 1/8	- 1/4	- 01.90	-8	1,7[illegible]
O (UAECB) United Art. Ent. B	12 7/8	13 1/2	- 5/8	- 04.[illegible]	-8	[illegible]
N (VIA) Viacom	48 1/4	48 3/4	- 1/2	- 01.00	25	2,[illegible]
N (WU) Western Union	9/16	5/8	- 1/16	- 10.00		[illegible]

EQUIPMENT & MANUFACTURING

	Closing Wed Apr 18	Closing Wed Apr 11	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
N (MMM) 3M	82 1/2	82 1/4	1/4	00.30	14	18,[illegible]
N (ARV) Arvin Industries	15 1/2	16 1/4	- 3/4	- 04.61	24	[illegible]
O (CCBL) C-Cor Electronics	11	11		00.00	10	[illegible]
N (CHY) Chyron	2	2		00.00	11	[illegible]
A (COH) Cohu	10	9 7/8	1/8	01.26	5	19
N (EK) Eastman Kodak	38 5/8	38 7/8	- 1/4	- 00.64	24	12,[illegible]
N (GRL) Gen. Instrument	30 3/4	30 3/8	3/8	01.23	4	[illegible]
N (GE) General Electric	65 1/2	64 7/8	1 5/8	02.51	15	[illegible]
N (HRS) Harris Corp.	33	32 1/2	1/2	01.53	40	1,3[illegible]
N (MAI) M/A Com. Inc.	3 5/8	3 7/8	- 1/4	- 06.45		[illegible]
N (IV) Mark IV Indus.	12 3/8	12 1/4	1/8	01.02	3	[illegible]
O (MATT) Matthews Equip.	2	2		00.00	100	11
O (MCDY) Microdyne	3 1/2	3 5/8	- 1/8	- 03.44	116	14
O (MCOM) Midwest Commun.	3 5/8	3 5/8		00.00	10	10
N (MOT) Motorola	67 7/8	69	- 1 1/8	- 01.63	17	[illegible]
N (OAK) Oak Industries	1	1		00.00	-23	[illegible]
A (PPI) Pico Products	1 1/4	1 1/8	1/8	11.11	-1	4
N (SFA) Sci-Atlanta	21 3/4	21 5/8	1/8	00.57	12	[illegible]
N (SNE) Sony Corp.	53 3/4	54 5/8	- 1 3/8	- 02.51	83	[illegible]
N (TEK) Tektronix	13	13 1/8	- 1/8	- 00.95	-12	[illegible]
N (VAR) Varian Assoc.	24 1/8	24 3/4	- 5/8	- 02.52	16	[illegible]
O (WGNR) Wegener	1 5/8	1 5/8		00.00	12	11
N (WX) Westinghouse	75 5/8	75 7/8	- 1/4	- 00.32	11	10,[illegible]
N (ZE) Zenith	9 3/4	10 1/4	- 1/2	- 04.87	16	[illegible]
Standard & Poor's 400	401.00	397.12	3.8	0.9		

June 1-3—*Chesapeake AP Broadcasters Association* annual convention. Dunes Manor hotel, Ocean City, Md. Information: (301) 539-1772.

June 3-6—*NBC-TV* annual affiliates meeting. J.W. Marriott, Washington.

June 3-6—*Cable Television Association of Maryland, Delaware and the District of Columbia* annual spring meeting. Ocean City, Md. Information: (301) 266-9111.

June 3-6—*Canadian Cable Television Association* 33rd annual convention and "Cablexpo." Theme: "Bringing It All Home." Edmonton Convention Center, Edmonton, Alberta, Canada. Information: (613) 232-2631.

June 3-9—11th *Banff Television Festival*, international competition, conference of producers, broadcasters, directors and writers, and co-production marketplace. Theme: "In Search of Audiences—Television in the 1990's." Banff, Alberta, Canada. Information: (403) 762-3060.

June 3-15—*Annenberg Washington Program* sixth annual faculty workshop in communications policy. Annenberg offices, Willard Office Building, Washington. Information: (202) 393-7100.

June 4—Deadline for nominations for Hugh Hefner First Amendment Awards, designed to "educate the public about First Amendment issues and to honor individuals who have made significant contributions to enhance and protect First Amendment rights for Americans," sponsored by *Playboy Foundation*. Information: (312) 751-8000.

June 5—*Radio Advertising Bureau/Association of National Advertisers* radio advertising workshop, "Tuning in to Marketing Power: The Radio Opportunity." Plaza hotel, New York. Information: Tom McEneny, (212) 697-5950.

■ **June 5**—*Cabletelevision Advertising Bureau* media research workshop. Hyatt Los Angeles Airport hotel, Los Angeles. Information: (212) 751-7770.

June 6-8—APRS 90, 23rd international exhibition of professional recording equipment, sponsored by *Professional Recording Association*. Olympia 2 exhibition center in London. Information: (0923) 772907.

■ **June 7**—*Cabletelevision Advertising Bureau* media research workshop. Dallas Marriott Park Central hotel, Dallas. Information: (212) 751-7770.

June 7-9—*National Association of Telecommunications Officers and Advisors* regional telecommunications conference. Driskill hotel, Austin, Tex. Information: (202) 626-3170.

June 7-10—*National Association of Radio Talk Show Hosts* second annual conference. Contemporary hotel, Disney World Resort, Orlando, Fla. Information: (617) 247-3627.

June 8—*Center for Communication* annual award luncheon, honoring Thomas Murphy, chairman, Capcities/ABC. Plaza hotel, New York. Information: (212) 836-3050.

June 8-9—*NBC-TV affiliate promotion directors* conference. Bally's, Las Vegas.

June 8-9—Seventh annual *BROADCASTING-Taishoff* seminar for mid-career radio and television professionals, sponsored by *Society of Professional Journalists*. Speakers: Ed Fouhy, formerly with CBS News; Deborah Norville, co-host, NBC's *Today*; David Gelber, producer, CBS's *60 Minutes*; Kim Montour, Fox TV; Paul Davis, WGN-TV Chicago; Bob Morse, WMAQ-TV Chicago, and Wayne Barnett, WTMJ-TV Milwaukee. NBC Tower, Chicago. Information: Deborah Colky, (312) 922-7424.

Open Mike

Protector of the airwaves

EDITOR: The statements of the FCC commissioners on the 24-hour ban on indecency (BROADCASTING, April 2) are distressing indeed. Could they be the result of listening too much to the ACLU and too little to the heartbeat of the American people?

We look to the FCC as the protector of the airwaves. You are quite right, Ms. Marshall [FCC Commissioner Sherrie Marshall], the government has a far greater interest in protecting its children from indecent material than in allowing adults to wallow in it.

The American people are fed up with being served indecency for breakfast, lunch, dinner, coffee breaks and afternoon tea. What we do not need is even greater indecency at night.

Safe harbor is a nice picture, but with teen pregnancies, venereal diseases, marital infidelity, rape and incest steadily increasing in our society, how can any discerning person fail to see a connection? What are we doing talking about a safe harbor for indecency when our women and children are not safe on the streets or even in their own homes?

Could it be that the commissioners, themselves, have become desensitized to the impact of indecent material on our culture? Take [Commissioner James] Quello, for example, at one time the strongest voice on the commission for the decency standard.

In speaking of words "which depict sexual and excretory organs" in his statement on the *Pacifica* case in 1978, Commissioner Quello said, "I depart from the majority in its view that such words are less offensive when children are at a minimum in the audience. Garbage is garbage. And under no stretch of the imagination can I conceive of such words being broadcast in the context of serious literary, artistic, political or scientific value. Under contemporary community standards anywhere in this country, I believe such words are reprehensible no matter what the broadcast hour."

Please reconsider, Mr. Quello. Mr Barrett, don't overlook your own conscience. Men of integrity are put in high places to exercise their personal views. Stand firm, Mr. Duggan, whatever the difficulties. Mr. Sikes, even a crack in the dike will widen in time.—*Barbara M. Hattemer, co-founder, National Decency Forum*

Mug shot

EDITOR: Is that an INTV mug Laurence Tisch has in his hand in the front of your March 26 issue? At least it's good to know that all great broadcasting minds *drink* alike.—*Steve Mosko, vice president/station manager, WPHL-TV Philadelphia.*

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Winter book shows AM healthy

AM radio is still alive and kicking, according to advance Arbitron releases for the winter 1990 ratings period, Monday-Sunday, adults 12-plus. The AM band held the top slot in five of the top 10 markets and took a number two position in two more (not including two AM-FM combos).

Also of note in the latest book is further indication of "ratings compression," illustrated by minimal market share spread between the top five stations in several markets. In New York, for example, just over half a rating point separated the top five stations, with only 1.1 points separating the top nine. Just 1.2 points separated the top five stations in Philadelphia, and .7 separated the top three in Boston.

In New York, oldies-formatted WCBS-FM—ranked sixth last fall—jumped to number one as former ace WPAT-FM slipped to eighth. All-news WINS(AM) and soft contemporary WLTW(FM) carried over their fall '89 second place tie to the winter book, with both edging up slightly from 4.7 to 4.8.

Los Angeles's soft contemporary KOST(FM) edged into first, pushing KPWR(FM) into third. KIIS-AM-FM regained some of the audience it lost in the fall '89 book and bested KPWR by slipping into second.

Stability was the key factor in Chicago, as the top four stations retained their market position—although several of those stations experienced gains and declines. MOR/talk powerhouse WGN(AM), which enjoyed double digit shares in the fall '89 book, slipped more than 2 points but still managed to retain the top slot. WGCI(FM) held fairly stable in the number two position.

In San Francisco, post earthquake/World Series/Super Bowl blues seem to have had a numbing effect on news/talk, as the format lost several share points from fall '89 to winter '90. Perennial market leader KGO(AM), still number one, dipped almost a full point between the two books. At the same time, CHR-formatted KMEL(FM) has gained a half point, edging into second with a 5.5, and soft contemporary combo KOIT-AM-FM continued its climb to third.

Philadelphia's KYW(AM) climbed up one notch into first place, displacing former market-leading AOR WMMR(FM), which dropped half a point to second.

In Detroit, WJR(AM) remained number one but slipped to 7.3, while WJLB(FM) dipped to 7.3 but remained in second. WHYT(FM) climbed into third with a 5.9, and all-news WWJ(AM) virtually held steady with a 5.8, but slipped to fourth.

The big news in Dallas was KVIL-AM-FM's three-point tumble, dropping from 10.2 last fall to 7.2 in the winter book. The station was displaced in the top position by country-formatted KSCS(FM), which gained more than a full point to 8.8.

Boston talk station WRKO(AM) recovered from a slight fall '89 decline to climb back into the top slot, with a 7.8 share. Adult contemporary WBZ(AM) also regained strength, climbing to 7.3 from 5.9 from fall '89. The CHR format took the next two positions, with WZOU(FM) jumping to 7.1, while WXKS-FM slipped slightly to 5.9.

In Washington, WPGC-FM (licensed to Morningside, Md.) regained the top position with a 7.4 share, pushing easy listening WGAY(FM) to third with a 6.2. WKYS(FM) also gained considerably, edging into second with a 7.0.

Rounding out the top 10 markets, Houston's country-formatted KILT-FM increased its share to 8.6, pushing former leader KMJQ(FM) into a two-way tie with the other leading country station, KIKK-FM, at 7.7.

All results are based on the Arbitron winter 1990 radio local market report for Jan. 4-March 28 (total persons, age 12-plus, average quarter-hour shares, Monday-Sunday, 6 a.m.-midnight). Ratings data used is supplied by Arbitron and is copyrighted; it may not be reprinted or used in any form by nonsubscribers to the company's ratings service.

–REB, LC

Station	*Format*	*Winter*	
		89	*90*
1. New York			
WCBS-FM	Oldies	4.7	5.1
WINS(AM)	All news	4.3	4.8
WLTW(FM)	Soft contemp	4.3	4.8
WHTZ(FM)	CHR	5.3	4.7
WRKS(FM)	Urban contemp	4.2	4.5
WBLS(FM)	Urban contemp	3.8	4.0
WOR(AM)	Talk	4.5	4.0
WPAT-FM	Easy listening	5.0	4.0
WQHT(FM)	CHR	4.0	4.0
WNEW-FM	AOR	3.5	3.4
WCBS(AM)	News	2.7	3.4
2. Los Angeles			
KOST(FM)	Soft contemp	5.6	6.4
KIIS-AM-FM	CHR	6.2	6.1
KPWR(FM)	CHR	6.4	5.6
KABC(AM)	Talk	4.9	4.4
KLOS(FM)	AOR	4.6	3.8
KBIG(FM)	Soft contemp	4.0	3.6
KQLZ(FM)	Rock hit	2.7	3.6
KFWB(AM)	News	2.9	3.3
KWKW(AM)	Spanish	2.3	3.3
KROQ-FM	AOR	3.0	3.2
3. Chicago			
WGN(AM)	MOR/Talk	9.5	8.3
WGCI-FM	Urban contemp	7.4	7.2
WVAZ(FM)	Urban contemp	6.0	5.3
WBBM(AM)	News	4.8	4.5
WBBM-FM	CHR	3.8	4.4
WXEZ-AM-FM	Easy listening	5.2	4.2
WLUP-FM	Adult rock	4.8	4.0
WCKG(FM)	Classic rock	4.0	3.8
WTMX(FM)	Adult contemp	2.7	3.5
WUSN(FM)	Country	3.4	3.5
4. San Francisco			
KGO(AM)	News/talk	8.3	7.4
KMEL(FM)	CHR	5.0	5.5
KOIT-AM-FM	Soft contemp	3.8	5.2
KCBS(AM)	News/talk	4.6	4.9
KFRC(AM)	Classic MOR	3.7	4.2
KABL-AM-FM	Easy listening	5.0	3.8
KIOI(FM)	Adult contemp	3.6	3.7
KRQR(FM)	AOR	2.8	2.9
KKSF(FM)	Adult contemp	3.0	2.7
KSOL(FM)	Urban contemp	2.7	2.7
KXXX-FM	Adult contemp	2.8	2.7
5. Philadelphia			
KYW(AM)	News	7.2	7.4
WMMR(FM)	AOR	8.1	6.9
WUSL(FM)	Urban contemp	7.1	6.7
WEAZ-FM	Easy listening	5.9	6.3
WYSP(FM)	Classic rock	4.5	6.2
WPEN(AM)	Nostalgia	5.3	6.0
WIOQ(FM)	CHR	3.1	5.9
WEGX(FM)	CHR	7.9	5.4
WKSZ(FM)	Soft contemp	4.9	4.5
WMGK(FM)	Nostalgia	4.3	4.5
6. Detroit			
WJR(AM)	MOR/news/talk	9.6	7.9
WJLB(FM)	Urban contemp	6.9	7.3
WHYT(FM)	CHR	4.4	5.9
WWJ(AM)	News	4.6	5.8
WJOI(FM)	Easy listening	5.5	5.4
WWWW(FM)	Modern country	5.2	4.9
WKQI(FM)	CHR	4.0	4.4
WLTI(FM)	Adult contemp	3.5	4.3
WNIC-FM	Adult contemp	4.0	4.3
WJZZ(FM)	Jazz	2.1	4.0
7. Dallas-Fort Worth			
KSCS(FM)	Country	6.7	8.8
KVIL-AM-FM	Adult contemp	9.3	7.2
KKDA-FM	Urban contemp	8.5	6.3
KPLX(FM)	Country	6.6	5.6
KJMZ(FM)	Urban contemp	3.4	5.2
WBAP(AM)	Country	5.1	4.6
KHYI(FM)	CHR	4.8	4.5
KRLD(AM)	News/sports	4.8	4.5
KTXQ(FM)	AOR	3.6	4.3
KEGL(FM)	CHR	4.5	4.2
8. Boston			
WRKO(AM)	Talk	7.7	7.8
WBZ(AM)	Adult contemp	6.6	7.3
WZOU(FM)	CHR	5.7	7.1
WXKS-FM	CHR	7.1	5.9
WJIB(FM)	Easy listening	5.4	4.8
WBCN(FM)	AOR	5.1	4.6
WHDH(AM)	Adult contemp	4.4	4.6
WSSH-FM	Easy listening	4.3	4.3
WEEI(AM)	News	4.0	4.1
WMJX(FM)	Contemp hits	3.7	4.1
WODS(FM)	Oldies	4.7	4.1
9. Washington			
WPGC-FM	CHR	5.7	7.4
WKYS(FM)	Urban contemp	4.6	7.0
WGAY(FM)	Easy listening	7.1	6.2
WMZQ-AM-FM	Country	6.2	5.8
WMAL(AM)	Variety	6.1	5.0
WASH(FM)	Adult contemp	4.5	4.5
WCXR(FM)	Classic rock	4.4	4.3
WAVA(FM)	CHR	5.2	4.0
WHUR-FM	Urban contemp	4.8	3.9
WTOP(AM)	News	3.5	3.9
10. Houston-Galveston			
KILT-FM	Country	6.4	8.6
KIKK-FM	Country	8.8	7.7
KMJQ(FM)	Urban contemp	8.8	7.7
KLOL(FM)	AOR	4.3	7.6
KODA(FM)	Adult spectrum	5.3	5.3
KLTR(FM)	Adult contemp	3.7	5.2
KTRH(AM)	News	6.0	5.1
KQUE(FM)	MOR	4.8	4.5
KKBQ-AM-FM	CHR	6.5	4.0
KRBE-FM	CHR	5.8	3.7

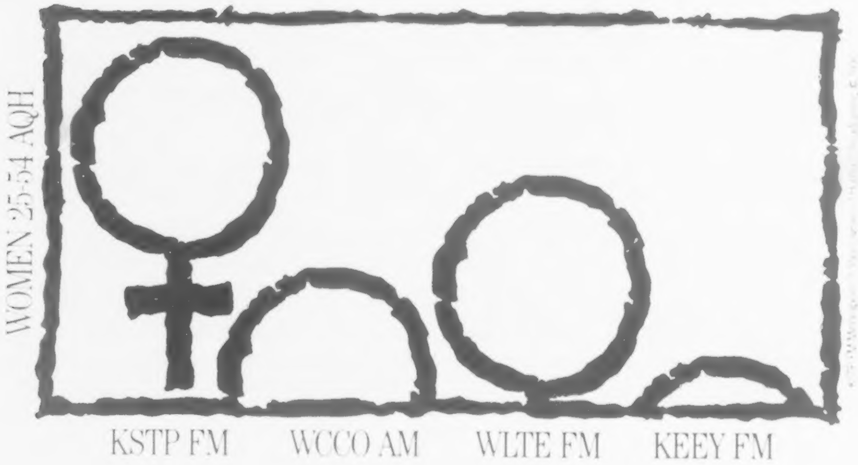
The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Apr 30

C1750-1

HOW TO PICK UP WOMEN IN THE TWIN CITIES.



If you're trying to reach female listeners, check out our measurements from the fall Arbitron ratings. The fact is, KS95 FM is on the wavelength of more women 25 to 54 than any other station in the Twin Cities. To learn more, call 612/642-4141 or contact a McGavren Guild office. *Always 95 and sunny.*

KS95

59th Year 1990

Big Bucks for Big Three

Exclusive: TV network profits for 1989

□

MIP-TV

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******************5-DIGIT 2081
20814SRI AT8501 ZWZ
SRI ACQ
CONGRESSNL INFO SRV **SAMPLE
4520 EAST-WEST HWY

BETHESDA          MD  20814
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Broadcasting Apr 30

Vol. 118 No. 18

35/ *The business at CBS, NBC and Capital Cities/ABC*

BROADCASTING's exclusive financial breakdown of three major broadcast segments shows diversification, acquisitions and cost-cutting bringing operating margins in 1989 up to levels not seen since late 1970's.

38/ *Hollywood studios stake claims at MIP*

Annual spring program fair features growing number of Hollywood studios embracing co-production deals.

42/ *Bob Wussler: Programing the outside of the envelope*

Former CBS and Turner Broadcasting System executive, now president of Comsat Video Enterprises, is developing ultimate "niche" network for DBS—programing no one has yet developed for television, in addition to such standbys as sports. It could happen in 1990's.

44/ *READY FOR DISTRIBUTION*

Columbia Pictures Television prepares to launch Fox's *Married...with Children* in syndication for 1991-92 season.

'Married...with Children'

51/ *LOTTERY LAW*

New Charity Games Advertising and Clarification Act of 1988 takes effect next week, but what impact, if any, it will have for broadcasters is not clear.

46/ *FUTURE FOR 'YESTERDAY'*

King World Productions gives half-hour news magazine *Only Yesterday* firm production commitment with more than 50 stations cleared. Company also signs deal with broadcast network to obtain newsreel footage for program.

47/ *CTAM FOCUSES ON PPV*

Participants in CTAM's first annual pay-per-view conference are told of PPV's "great potential" that is not being realized.

Lloyd Bridges in 'Capital News'

45/ *ABC PULLS THREE SHOWS*

Network puts *Capital News*, *Sunset Beat* and *China Beach* on hiatus for at least duration of May sweeps.

55/ *HEWITT ON NEWS*

CBS News veteran Don Hewitt says broadcast networks should return to "intelligent adversary role with politicians.

56/ *HISPANIC RADIO EXPANDS ITS REACH*

According to U.S. Census estimates, Hispanic population is fastest growing segment of nation. It is not going unnoticed by nation's broadcasters.

66/ *OPPORTUNITIES IN EASTERN EUROPE*

Ambassador Diana Lady Dougan offers overview of U.S. delegation's trip to investigate status of broadcasting in Hungary, Romania, Czechoslovakia and The German Democratic Republic.

U.S. delegation included John Hoagland, Christian Science Publishing Society; Bohdan Bulawka, State Department; Dougan; Eugene Sekulow, NYNEX International; John Koehler, Hughes Aircraft Co.

60/ *TAK COMMUNICATIONS IN THE NEWS*

Group owner considers selling some properties; financing is subject of industry speculation.

87/ *FIELD OF DREAMS*

American Public Radio President Stephen Salyer's vision for noncommercial radio rests on previously unseen opportunities in programing and funding.

DEPARTMENTS

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BY THE NUMBERS 1

NBC won the ratings race for the week of April 16-22, with a household rating of 12.5. ABC was second, with a 12.0, while CBS placed a distant third with a 9.6.

NBC also had the number-one show for the week, an original episode of *Cheers*, while two repeat episodes of the increasingly popular *America's Funniest Home Videos*, which ran back-to-back Sunday night, gave ABC the second and fourth spots. The programs received a 21.7/38 share (the show's highest share) and 20.9/33, respectively.

ABC's *Twin Peaks*, in its second regular outing, garnered a 13.1/21, down from the previous week's 16.2/27. *Peaks* came in at 28 for the week, also down from 13th the week before.

ABC's *Earth Day Special* was 16th for the week, tying with NBC's *Perry Mason* movie repeat, which ran during the same time period, and a repeat episode of *In the Heat of the Night*.

Other specials resided closer to the bottom of the list. NBC's *Spy Magazine: How to Be Famous*,

"By the Numbers" continues on page 18.

RATINGS ROUNDUP

Week 30 □ Apr. 16—Apr. 22

Rank/rating			□ Network □	Show
1	▲	21.9/35	N	*Cheers*
2	▲	21.7/38	A	*Amer. Funniest Videos*
3	▲	21.1/37	N	*Cosby*
4		20.9/33	A	*Funniest Videos Special*
5	▲	20.8/35	N	*A Different World*
6	▼	19.8/31	A	*Roseanne*
7	■	19.0/30	N	*Wings*
8	▲	18.4/29	A	*Wonder Years*
9		16.8/31	N	*Empty Nest*
9	▲	16.8/29	N	*Unsolved Mysteries*
11	▲	16.5/32	N	*Carol & Company*
12	▼	16.3/30	N	*Golden Girls*
13	▲	16.2/34	C	*60 Minutes*
14	▼	16.0/25	A	*Coach*
15	▼	15.9/26	A	*Who's the Boss?*
16		14.6/23	N	*Heat of the Night*
16		14.6/24	N	*Sunday Movie: Perry Mason*
16		14.6/24	A	*Time Warner: Earth Day*
19	▲	14.2/25	A	*Primetime: Live*
20	▼	13.9/22	C	*Designing Women*
21		13.6/22	N	*Matlock*
22	▲	13.5/27	A	*Full House*
23	▲	13.4/28	N	*Down Home*
23	▲	13.4/22	N	*Night Court*
23	▲	13.4/23	A	*thirtysomething*
26		13.3/21	N	*Hunter*
27	▼	13.2/21	C	*Murphy Brown*
28	▼	13.1/21	A	*Twin Peaks*
29		13.0/23	N	*L.A. Law*
30	▼	12.9/20	F	*Married...With Children*
31	▲	12.8/21	A	*Doogie Howser, M.D.*
31	▲	12.8/22	A	*Head of the Class*
33	▼	12.7/25	A	*Family Matters*
33	▲	12.7/21	A	*Macgyver*
35	▼	12.5/24	A	*20/20*
36	▼	12.3/21	C	*Newhart*
36	▼	12.3/20	F	*Simpsons*
38	▲	12.2/22	A	*Growing Pains*
39	▼	12.1/20	C	*Rescue: 911*
40		12.0/21	N	*Midnight Caller*
41	▼	11.9/20	C	*Murder, She Wrote*
42	▼	11.8/19	C	*Jake and the Fatman*
42	▼	11.8/22	A	*Perfect Strangers*
44		11.1/18	A	*China Beach*
44	▲	11.1/20	A	*Equal Justice*
44	■	11.1/18	N	*Working Girl*
47	▼	11.0/20	A	*Just the 10 of Us*
47	■	11.0/20	N	*Shannon's Deal*
49	▼	10.9/19	C	*Major Dad*
50	■	10.7/20	N	*Hardball*
51	▲	10.6/19	C	*Wiseguy*
52	▲	10.5/17	A	*Marshall Chronicles*
53		10.1/18	N	*My Two Dads*
54	▲	10.0/17	N	*FM*
55		9.9/18	C	*Sunday Movie: Comeback*
55		9.9/19	N	*Nasty Boys*
57	▼	9.8/19	C	*His & Hers*
57	▼	9.8/19	N	*13 East*
59	▼	9.6/17	A	*Father Dowling*
60		9.2/17	N	*Spy Magazine: Famous*
61		8.8/18	N	*227*
62		8.7/14	C	*Friends Are For*
62		8.7/16	C	*Learned Pigs*
64	▼	8.6/14	C	*City*
65	■	8.4/15	A	*Capital News*
65		8.4/16	C	*Movie: That's Life*
67	▼	8.1/14	C	*48 Hours*
68		7.8/15	C	*Dolphins, Whales & Us*
68	▲	7.8/16	C	*Sat. With Connie Chung*
70	▼	7.3/12	C	*Max Monroe: Cannon*
70		7.3/12	F	*Open House*
70	▼	7.3/15	C	*Paradise*
73	▼	7.2/12	F	*America's Most Wanted*
74	▼	7.1/14	F	*Totally Hidden Video*
75		6.8/13	N	*Baywatch*
76	■	6.5/13	A	*Sunset Beat*
77	▼	6.4/11	C	*Normal Life*
77	▼	6.4/11	C	*Sydney*
79	▼	6.3/13	F	*Cops*
80	▼	6.0/11	C	*Tour of Duty*
81	■	5.8/11	F	*In Living Color*
82	▼	5.7/12	A	*Life Goes On*
83		4.9/8	N	*True Blue*
84	▼	4.8/10	N	*Disney: Spooner, Pt.1*
85	▼	4.7/8	F	*Booker*
86	▼	4.6/7	F	*Alien Nation*
86	▼	4.6/8	F	*21 Jump Street*
88		4.0/8	A	*AFI Salute*
89	▼	3.8/8	F	*Outsiders*
90		3.7/7	F	*Tracy Ullman*

Guide to symbols

▼ —Down in rank from last week ▲ —Up in rank from last week ■ —Premiere broadcast —No ranking change

Source: Nielsen Media Research

FREEZE FRAMES: Syndication Scorecard *

Week ended Apr. 15

Rank	Program (Syndicator)	Rtg	Stns	Covg
1	Wheel of Fortune, syn. (King World)	13.8	233	99
2	Jeopardy! (King World)	11.9	218	98
3	Star Trek: Next Generation (Paramount)	11.7	234	98
4	Entertainment Tonight (Paramount)	8.3	179	96
5	Cosby Show (Viacom)	8.2	204	98
5	Wheel of Fortune, wknd. (King World)	8.2	207	92
7	Oprah Winfrey (King World)	8.0	214	98
8	Current Affair (20th Century Fox TV)	7.6	194	96
9	Universal Pic. Debut Net.	7.0	135	95
10	Donahue (Multimedia)	5.8	227	99
11	Star Search (TPE)	5.3	171	97
12	Geraldo (Tribune)	5.1	191	97
13	Orion Galaxy	5.1	128	89
14	Hard Copy (King World)	5.0	161	92
15	People's Court (Warner Bros. Domestic TV)	4.9	185	92
	The following shows were rated, but not ranked			
	Wrestling Network	7.2	170	92
	World Wrestling Federation (WWF)	8.5	249	97

* Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research.

Summary of Broadcasting & Cable

BROADCASTING			
SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,981	250	5,231
Commercial FM	4,282	859	5,141
Educational FM	1,425	278	1,703
■ Total Radio	10,688	1,387	12,075
Commercial VHF TV	549	19	568
Commercial UHF TV	550	188	738
Educational VHF TV	124	4	128
Educational UHF TV	225	22	247
■ Total TV	1,448	233	1,681
VHF LPTV	300	205	505
UHF LPTV	457	1,508	1,965
■ Total LPTV	757	1,713	2,470
FM translators	1,831	301	2,132
VHF translators	2,721	123	2,844
UHF translators	2,211	395	2,606

CABLE†	
Total subscribers	53,236,000
Homes passed	73,900,000
Total systems	9,500
Household penetration†	57.8%
Pay cable penetration	29.7%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

"By the Numbers" continues from page 15

airing on Wednesday, ranked 60th for the week, while CBS had two specials tied for 62: *That's What Friends Are For* (Tuesday) and *Learned Pigs and Fireproof Women* (Thursday). CBS's *Dolphins, Whales and Us* tied at 68 with the network's struggling *Saturday Night with Connie Chung*.

MarketScope

Media stocks performed badly last week, in many cases sliding more than market averages. Leveraged companies generally performed the worst. Group owner/publisher stocks were off almost uniformly, embarrassing timing given last week's annual convention of American Newspaper Publishers Association in Los Angeles. Among group owners dropping more than market average were News Corp. ADR's, off 10% to 15⅛, and two stocks that hit 52-week lows: Meredith, which fell 6% to 28⅝, and Times Mirror Corp., which dropped 6% to 28⅞. Both companies released quarterly results last week. Heavily leveraged MSO's also hit new lows, including Tele-Communications Inc., down 9% to 12⅞, Comcast, down 12% to 11⅝, and Adelphia Communications, down 10% to 11. American Television & Communications was up for week, to 33¼, perhaps on word that preliminary agreement on renewing company's New York cable franchise had been reached. King World Productions saw heavy selling last Monday, perhaps partly due to delay in introducing company's new syndicated game show *Monopoly*. Stock was off for week, 13%, to 34¾. Viacom was off 9% from prior Wednesday at 44⅞, perhaps because of company's decision to introduce new non-voting common stock. MCA was up 7%, which one newswire attributed to recent buy recommendations from Smith Barney and Shearson Lehman Hutton. Smaller cable programing stocks were off, including Video Jukebox, down 11% to 6¼, and QVC, down 9% to 10⅛.

Stock Index Notes: T-Toronto, A-American, N-NYSE, O-NASDAQ. Bid prices and common A stock used unless otherwise noted. P/E ratios are based on earnings per share for the previous 12 months as published by Standard & Poor's or as obtained by Broadcasting's own research.

STOCK INDEX 1

	Closing Wed Apr 25	Closing Wed Apr 18	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N (CCB) Capital Cities/ABC	562 3/4	539 7/8	22 7/8	04.24	20	9,860
N (CBS) CBS	180	178	2	01.12	15	4,265
A (CCU) Clear Channel	13 7/8	13 3/4	1/8	00.90	-115	54
O (JCOR) Jacor Commun.	4 1/8	4 7/8	- 3/4	- 15.38	-3	41
O (LINB) LIN	61 3/8	67	- 5 5/8	- 08.39	57	3,163
O (OBCCC) Olympic Broadcast	1/8	1/8		00.00		
O (OSBN) Osborn Commun.	11 1/4	10 3/4	1/2	04.65	-75	78
O (OCOMA) Outlet Commun.	19 1/4	21 1/2	- 2 1/4	- 10.46	12	126
A (PR) Price Commun.	4 3/8	4 5/8	- 1/4	- 05.40	-3	40
O (SAGB) Sage Broadcasting	1 3/4	2	- 1/4	- 12.50	-1	5
O (SCRP) Scripps Howard	58	58 1/4	- 1/4	- 00.42	28	599
O (SUNNC) SunGroup Inc.	3/4	1 1/4	- 1/2	- 40.00	-1	1
O (TLMD) Telemundo	5 7/8	5 7/8		00.00	-2	133
O (TVXGC) TVX Broadcast	4	4 1/2	- 1/2	- 11.11		29
O (UTVI) United Television	34 1/2	33 3/4	3/4	02.22	8	379
BROADCASTING WITH OTHER MAJOR INTERESTS						
N (BLC) A.H. Belo	32 1/2	34	- 1 1/2	- 04.41	28	641
N (AFL) American Family	13 3/4	13 7/8	- 1/8	- 00.90	13	1,11[illegible]
O (ACCMA) Assoc. Commun.	26 1/2	28 3/4	- 2 1/4	- 07.82	-80	[illegible]
N (CCN) Chris-Craft	33 1/8	31 3/8	1 3/4	05.57	1	[illegible]
N (DUCO) Durham Corp.	30	31	- 1	- 03.22	16	[illegible]
N (GCI) Gannett Co.	36 3/4	37 5/8	- 7/8	- 02.32	14	5,3[illegible]
O (GACC) Great Am. Comm.	6 7/8	6 1/2	3/8	05.76	-1	[illegible]
A (HTG) Heritage Media	4	4 1/4	- 1/4	- 05.88	-4	[illegible]
N (JP) Jefferson-Pilot	37 5/8	38 3/4	- 1 1/8	- 02.90	10	1,4[illegible]
N (LEE) Lee Enterprises	27 3/8	28 1/4	- 7/8	- 03.09	15	[illegible]
N (LC) Liberty	47	48	- 1	- 02.08	11	[illegible]
N (MHP) McGraw-Hill	52 7/8	55 1/8	- 2 1/4	- 04.08	64	2,5[illegible]
A (MEGA) Media General	29	28 7/8	1/8	00.43	30	[illegible]
N (MDP) Meredith Corp.	28 5/8	30 1/2	- 1 7/8	- 06.14	17	[illegible]
O (MMEDC) Multimedia	79	77	2	02.59	22	[illegible]

BY THE NUMBERS 3

STOCK INDEX 2

	Closing Wed Apr 25	Closing Wed Apr 18	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
A (NYTA) New York Times	21 3/8	21 3/8		00.00	6	1,868
N (NWS) News Corp. Ltd.	15 1/4	16 7/8	-1 5/8	-09.62	6	4,094
O (PARC) Park Commun.	21	20 3/4	1/4	01.20	23	434
O (PLTZ) Pulitzer Publishing	27 1/2	27 1/4	1/4	00.91	8	287
N (REL) Reliance Group Hold.	5 1/2	5 3/4	-1/4	-04.34	18	410
O (RTRSY) Reuters Ltd.	52 3/4	56 1/4	-3 1/2	-06.22	25	23,982
O (STAUF) Stauffer Commun.	146	144	2	01.38	48	144
N (TMC) Times Mirror	28 7/8	30 7/8	-2	-06.47	12	3,731
O (TMCI) TM Communications	7/32	5/16	-3/32	-30.00	-2	1
N (TRB) Tribune	39 1/2	41 1/4	-1 3/4	-04.24	12	2,790
A (TBSA) Turner Bcstg. 'A'	44 3/4	44 7/8	-1/8	-00.27	-58	2,218
A (TBSB) Turner Bcstg. 'B'	41 7/8	42	-1/8	-00.29	-54	1,122
A (WPOB) Washington Post	275	275		00.00	17	3,486

PROGRAMING

	Closing Wed Apr 25	Closing Wed Apr 18	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
O (ALLT) All American TV	3 3/8	3 5/8	-1/4	-06.89		4
A (CLR) Color Systems	2 1/2	2 1/8	3/8	17.64	-2	15
O (DCPI) dick clark prod.	5 7/16	5 1/2	-1/16	-01.13	24	44
N (DIS) Disney	111 1/4	112 5/8	-1 3/8	-01.22	21	15,040
O (FNNI) Financial News	6 7/8	7	-1/8	-01.78	26	124
A (FE) Fries Entertain.	1 3/4	1 7/8	-1/8	-06.66	-2	8
A (HHH) Heritage Entertain.	1 1/8	1 1/8		00.00	-1	8
A (HSN) Home Shopping Net.	7 1/4	6 7/8	3/8	05.45	-80	650
N (KWP) King World	34 3/8	39 3/4	-5 3/8	-13.52	11	868
O (KREN) Kings Road Entertain.	1/8	1/8		00.00		0
N (MCA) MCA	57	53 1/4	3 3/4	07.04	21	4,187
N (MGM) MGM/UA Commun.	17 1/4	17 7/8	-5/8	-03.49	-22	878
A (NNH) Nelson Holdings	6 3/4	6 7/8	-1/8	-01.81		29
O (NNET) Nostalgia Network	7/8	15/16	-1/16	-06.66	-1	4
N (OPC) Orion Pictures	20	20 3/4	-3/4	-03.61	24	360
N (PCI) Paramount Commun.	45 3/4	45 3/8	3/8	00.82	25	5,437
N (PLA) Playboy Ent.	12 7/8	13	-1/8	-00.96	-80	121
O (QNTQE) Qintex Ent.	1 1/4	1 1/4		00.00		26
O (QVCN) QVC Network	10 3/8	11 3/8	-1	-08.79	29	156
O (RVCC) Reeves Commun.	6 3/4	6 3/4		00.00	-6	85
O (RPICA) Republic Pic. 'A'	7 3/4	8	-1/4	-03.12	33	33
O (RPICB) Republic Pic. 'B'	7 3/4	7 3/4		00.00	86	33
O (SP) Spelling Entertainment	7 1/8	7 3/4	-5/8	-08.06	29	236
O (JUKE) Video Jukebox Net.	6 1/4	7	-3/4	-10.71	-25	58
O (WONE) Westwood One	6	5 1/2	1/2	09.09	-3	88

SERVICE

	Closing Wed Apr 25	Closing Wed Apr 18	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
O (AGRP) Andrews Group	3 5/8	3 5/8		00.00	-2	33
O (BSIM) Burnup & Sims	15	15 3/8	-3/8	-02.43	31	186
N (CQ) Comsat	31 1/2	32 1/4	-3/4	-02.32	9	525
N (DNB) Dun & Bradstreet	44 1/2	47 1/8	-2 5/8	-05.57	14	8,239
N (FCB) Foote Cone & B.	28 5/8	28 3/8	1/4	00.88	14	304
O (GREY) Grey Advertising	153	151	2	01.32	14	175
O (IDBX) IDB Communications	8	8 5/8	-5/8	-07.24	22	35
N (IPG) Interpublic Group	31	32 3/4	-1 3/4	-05.34	14	1,070
O (OMCM) Omnicom Group	23	23 1/4	-1/4	-01.07	12	603

	Closing Wed Apr 25	Closing Wed Apr 18	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
N (SAA) Saatchi & Saatchi	4 5/8	5 3/4	-1 1/8	-19.56	-4	[illegible]
O (TLMT) Telemation	2 1/2	2 1/2		00.00	5	11
A (UNV) United Video	5 3/8	5 7/8	-1/2	-08.51	-36	17

CABLE

	Closing Wed Apr 25	Closing Wed Apr 18	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
A (ATN) Acton Corp.	11 3/4	12 1/8	-3/8	-03.09	2	[illegible]
O (ATCMA) Am. TV & Comm.	33 1/4	32 1/2	3/4	02.30	[illegible]	[illegible]
O (CTEX) C-Tec Corp.	17 5/8	17 7/8	-1/4	-01.39	65	[illegible]
A (CVC) Cablevision Sys. 'A'	21	22 1/8	-1 1/8	-05.08	-2	[illegible]
A (CTY) Century Comm.	7 1/8	7 7/8	-3/4	-09.52	[illegible]	[illegible]
O (CMCSA) Comcast	11 7/8	13 1/2	-1 5/8	-12.03	-6	[illegible]
A (FAL) Falcon Cable Systems	14 7/8	15 3/4	-7/8	-05.55	-10	[illegible]
O (JOIN) Jones Intercable	8 1/4	8 3/4	-1/2	-05.71	-3	[illegible]
N (KRI) Knight-Ridder	47 1/8	51	-3 7/8	-07.60	10	[illegible]
T (RCI.A) Rogers Commun. 'A'	13 1/2	13	1/2	03.84	[illegible]	[illegible]
T (RCI.B) Rogers Commun. 'B'	9 1/8	9 1/2	-3/8	[illegible]	[illegible]	[illegible]
O (TCAT) TCA Cable TV	13 1/4	14 1/2	-1 1/4	-08.62	[illegible]	[illegible]
O (TCOMA) Tele-Commun.	12 5/8	13 7/8	-1 1/4	-09.00	-17	[illegible]
N (TWX) Time Warner	92 1/2	99 1/4	-6 3/4	-06.80	-21	[illegible]
O (UAECA) United Art. Ent. A	12	12 7/8	-7/8	-06.79	-6	[illegible]
O (UAECB) United Art. Ent. B	12 1/4	12 7/8	-5/8	-04.85	-6	[illegible]
N (VIA) Viacom	44 7/8	49 1/4	-4 3/8	-08.88	21	[illegible]
N (WU) Western Union	9/16	9/16		00.00		[illegible]

EQUIPMENT & MANUFACTURING

	Closing Wed Apr 25	Closing Wed Apr 18	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
N (MMM) 3M	79 3/4	82 1/2	-2 3/4	-03.33	14	[illegible]
N (ARV) Arvin Industries	15 5/8	15 1/2	1/8	00.80	24	[illegible]
O (CCBL) C-Cor Electronics	10 7/8	11	-1/8	-01.13	[illegible]	[illegible]
N (CHY) Chyron	2	2		00.00	-11	[illegible]
A (COH) Cohu	10 1/8	10	1/8	01.25	8	[illegible]
N (EK) Eastman Kodak	37 3/4	39 5/8	-1 7/8	-04.73	[illegible]	[illegible]
N (GRL) Gen. Instrument	32 1/4	30 3/4	1 1/2	04.87	[illegible]	[illegible]
N (GE) General Electric	64 3/8	66 1/2	-2 1/8	-03.19	14	[illegible]
N (HRS) Harris Corp.	31	33	-2	-06.06	[illegible]	[illegible]
N (MAI) M/A Com. Inc.	3 3/8	3 5/8	-1/4	-06.89		[illegible]
N (IV) Mark IV Indus.	12 5/8	12 3/8	1/4	02.02	3	[illegible]
O (MATT) Matthews Equip.	2	2		00.00	[illegible]	[illegible]
O (MCDY) Microdyne	3 1/2	3 1/2		00.00	[illegible]	[illegible]
O (MCOM) Midwest Commun.	3 1/2	3 5/8	-1/8	-03.44	[illegible]	[illegible]
N (MOT) Motorola	67 1/2	67 7/8	-3/8	-00.55	17	[illegible]
N (OAK) Oak Industries	1	1		00.00	[illegible]	[illegible]
A (PPI) Pico Products	1 1/8	1 1/4	-1/8	-10.00	-1	4
N (SFA) Sci-Atlanta	22 1/8	21 3/4	3/8	01.72	13	[illegible]
N (SNE) Sony Corp.	51 1/8	53 1/4	-2 1/8	-03.99	[illegible]	[illegible]
N (TEK) Tektronix	13 3/8	13	3/8	02.88	-13	[illegible]
N (VAR) Varian Assoc.	23 7/8	24 1/8	-1/4	-01.03	[illegible]	[illegible]
O (WGNR) Wegener	1 1/2	1 5/8	-1/8	-07.69	[illegible]	[illegible]
N (WX) Westinghouse	73	75 5/8	-2 5/8	-03.47	11	[illegible]
N (ZE) Zenith	9 1/8	9 3/4	-5/8	-06.41	-14	[illegible]
Standard & Poor's 400	387.36	401.92	-	[illegible]		[illegible]

sixth annual faculty workshop in communications policy. Annenberg offices, Willard Office Building, Washington. Information: (202) 393-7100.

June 4—Deadline for nominations for Hugh Hefner First Amendment Awards, designed to educate the public about First Amendment issues and to honor individuals who have made significant contributions to enhance and protect First Amendment rights for Americans, sponsored by *Playboy Foundation*. Information: (312) 751-8000.

June 5—*Radio Advertising Bureau/Association of National Advertisers* radio advertising workshop, "Tuning in to Marketing Power: The Radio Opportunity." Plaza hotel, New York. Information: Tom McEneny, (212) 697-5950.

June 5—*Cabletelevision Advertising Bureau* media research workshop. Hyatt Los Angeles Airport hotel, Los Angeles. Information: (212) 751-7770.

June 6-8—APRS '90, 23rd international exhibition of professional recording equipment, sponsored by *Professional Recording Association*. Olympia 2 exhibition center in London. Information: (0923) 772907.

June 7—*Cabletelevision Advertising Bureau* media research workshop. Dallas Marriott Park Central hotel, Dallas. Information: (212) 751-7770.

June 7-9—*National Association of Telecommunications Officers and Advisors* regional telecommunications conference. Driskill hotel, Austin, Tex. Information: (202) 626-3170.

June 7-10—*National Association of Radio Talk Show Hosts* second annual conference. Contemporary hotel, Disney World Resort, Orlando, Fla. Information: (617) 247-9007.

June 8—*Center for Communication* annual award luncheon honoring Thomas Murphy, chairman, Capcities/ABC. Plaza hotel, New York. Information: (212) [illegible].

June 8-9—*NBC-TV affiliate promotion directors* conference. Bally's, Las Vegas.

June 8-9—[illegible] *BROADCASTING-Taishoff* seminar for [illegible] radio and television [illegible] sponsored by *Society of Professional Journalists* [illegible]

June 9-12—[illegible] *Advertising Federation* [illegible] cations, and Ike Herbert, president, Coca-Cola. Marriott Pavilion, St. Louis. Information: (202) 898-0089.

June 9-15—*Notre Dame Executive Management Development Seminar* exclusively for radio station owners, general managers and sales managers. South Bend, Ind. Information: National Association of Broadcasters Radio Office, (202) 429-5420.

June 10-13—*Broadcast Promotion and Marketing Executives and Broadcast Designers Association* annual conference, including presentation of Gold Medallion Awards. Bally's, Las Vegas.

June 10-14—*Radio Advertising Bureau* management development program. Wharton School of Business, University of Pennsylvania, Philadelphia. Information: (212) 254-4800.

June 11—Broadcasting/Cable Interface IV, telecommunications policy seminar sponsored by *BROADCASTING magazine* and *Federal Communications Bar Association*. Westin hotel, Washington. Information: Patricia Vance, (202) 659-2340.

June 11-13—*New York Festivals*, comprising International Radio Festival and International Advertising Festival, featuring screenings and awards banquet. Sheraton Center hotel, New York. Information: (914) 238-4481.

June 11-13—JC Penney-Missouri community affairs television workshop, sponsored by *University of Missouri*. Columbia, Mo. Information: Charles Warner, (314) 882-6883.

June 11-14—Second management seminar for broadcast news directors, sponsored by *Radio-Television News Directors Association* and *University of Missouri School of Journalism*. University of Missouri, Columbia, Mo. Information: (314) 882-6883.

June 12-14—*ABC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

June 14-16—"Fundamentals of Cable Accounting and Budgeting," cable management program sponsored by *Women in Cable* and *Denver University*. University of Denver campus, Denver. Information: Nancy Ring, (312) 661-1700.

June 14-17—*Missouri Broadcasters Association* annual spring meeting. Rock Lane Lodge, Table Rock Lake, Branson, Mo.

June 15—*Women in Communications, Washington chapter*, Matrix luncheon. Capital Hilton hotel, Washington. Information: (202) 998-8431.

June 15-16—*Texas Association of Broadcasters* Radio Day. J.W. Marriott, Houston. Information: (512) 322-9944.

June 17-22—"Broadcast Power Reporting," seminar sponsored by *Poynter Institute for Media Studies*. Poynter Institute, St. Petersburg, Fla. Information: (813) 821-9494.

June 19-22—*National Association of Broadcasters* summer board meeting. NAB, Washington.

June 20—Tape restoration and preservation

TV STATION SALES

$91,000,000*

1st Quarter-1990

*Filed with FCC

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RADIO TELEVISION CABLE SATELLITE

Broadcasting Apr 30

Vol. 118 No. 18

BROADCASTING'S EXCLUSIVE "BIG-THREE" FINANCIAL BREAKDOWN

	Revenue (000)	% chg from '88	Profit (000)	% chg from '88
Capcities/ABC				
TV network	$2,424,000	1%	$225,000	45%
Adjusted TV network	*2,424,000*	*1%*	*165,000*	*NM**
Owned TV's	789,700	5%	410,000	4%
Radio networks	127,800	10%	31,000	25%
Radio stations	173,100	3%	48,000	4%
Video Enterprises	385,400	15%	122,100	23%
Total broadcast segment	3,900,000	4%	836,100	16%
CBS				
TV network	$2,315,000	6%	$103,500	141%
Owned TV's	415,000	9%	156,300	3%
Radio networks	57,000	—	4,000	-50%
Radio stations	172,500	13%	30,800	6%
Total broadcast segment	2,959,500	7%	294,600	27%
NBC				
TV network	$2,787,000	-8%	$368,000	30%
Adjusted TV network	*2,787,000*	*-8%*	*393,000*	*35%**
Owned TV's	605,000	3%	270,000	5%
Cable	—	—	(35,000)	NM**
Total broadcast segment	3,392,000	-6%	603,000	12%

FOOTNOTES

These estimates were compiled from variety of sources, including industry associations and securities analysts reports. Television network revenue is net of agency commission and includes some international, color-insertion and other revenue. Owned TV-station revenue does not include network compensation. Some cost allocations and interdepartmental eliminations have been recalculated, which accounts for percentage change figures not necessarily tallying with totals reported last year (BROADCASTING, May 1, 1989). Any discrepancies with actual percentage changes are likely to be magnified when dealing with smaller numbers. * Purchases of both ABC and NBC required bookkeeping which distorts actual earnings, particularly for television networks. Thus, addition this year of "adjusted" figures, which more accurately reflect cash flow results. For NBC, adjusted figure excludes $75 million of goodwill amortization (partial recognition of price GE paid in excess of RCA's net assets) and adds back estimated $50 million in costs which, for accounting purposes, were artificially eliminated through write-down of program assets at time of acquisition. ABC figure excludes $32 million of goodwill and adds back $92 million in program costs. Adjusted ABC profit compares to $4 million adjusted loss network recorded in 1988. ** NBC purchased half of joint cable-programing venture during 1989, and records only its share of profits, not revenue.

Big Three's big surge in '89 profits

The new captains of the big three broadcasters are good managers, if judged by 1989 financial results. In the last post-Olympic/post-election year, 1985, the broadcast segments of ABC, CBS and NBC posted slightly lower combined revenue and operating profit compared to the prior year. But in 1989, after changes in control at each, they instead posted slightly higher combined revenue and a 13% increase in combined profits.

Thus, it appears that acquisitions, diversifications, cost cutting and other operating "rationalizations" are bearing fruit at the bottom line. Quantifying the improvement another way, broadcast segment operating profit last year was $700 million more than in 1985, reflecting compound average growth of about 14%. As a result, the three companies combined are reporting operating margins last seen in the late 1970's.

In 1989, the television side consisted largely of two businesses: the networks, posting an average profit margin of about 9%, and the owned TV stations which, on average, posted 46% margins.

The television networks managed to reduce costs last year by 2%. The percentage reduction was probably greater in 1985, but part or all of the difference may be explained by the 1988 writers' strike that forced some programing costs from the second half of 1988 into the first half of 1989. Even with that handicap, the CBS Television Network, which had no Olympics to distort comparisons, kept estimated cost increases to the rate of inflation. Since the three-network revenue performance was stronger in 1989 than in 1985, the new owners' economizing moves produced more profit.

Cost controls also were a factor at the owned TV stations, which benefited from the "major market" phenomenon that has kept station revenue growth generally above the national average.

Still, the owned TV station divisions had to struggle to maintain operating margins. Excluding the purchase of WCIX(TV) Miami in January 1989, CBS owned-station revenue would have increased by roughly 4%, instead of the 9% shown in the chart, although the profit increase would have been slightly higher than the 3% shown. At NBC, the division's revenue might have declined 3%, instead of increasing 3%, absent the purchase of WTVJ(TV) Miami, while operating income would instead have been close to flat with that reported in 1988.

Results at the radio stations of Capital Cities/ABC and CBS were similar to those of their television counterparts. Absent the acquisition of WWJ(AM)-WJOI(FM) Detroit, radio station revenue at CBS would have increased roughly 6%, while earnings might have been slightly lower. For the radio networks there was underlying industry growth, but the different results turned in by CBS and ABC reflect the respective operations' ratings fortunes. Although ABC radio network revenue was up, its growth rate might have been halved had the results not included Satellite Music Network, purchased by Capital Cities in July 1989.

That the NBC television network should still have earned more, on a cash basis, than the other two networks combined is testimony to its prime time dominance during 1988 and early 1989, from which ratings the 1989 revenue was derived. In 1990 the same logic should now work to the benefit of ABC, which has been gaining demographic share from NBC, noted securities analysts such as Raymond Katz, of Mabon Nugent & Co., and Jay Nelson, of Brown Brothers Harriman. They predict the ABC television network's cash profit for the year should roughly double that in 1989. But analysts currently expect flat profit comparisons for the NBC and CBS television networks, despite the revenue boost given by last spring's strong upfront market to the first three quarters of this year. **–GF**

This story's references to television network cash profit are drawn from the "adjusted" TV network figures in the chart above. See chart footnotes for explanation.

C1750-1

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting May 7

PROVIDING
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UNISTAR
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59th Year 1990

Fox waiver comes to a boil

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SRI ACQ
CONGRESSNL INFO SRV **SAMPLE
4520 EAST-WEST HWY
BETHESDA MD 20814

Broadcasting May 7

Vol. 118 No. 19

27/ *Cable bill '90: time is running out*

Chances are dimming for cable reregulation bill this year. With fewer than 45 legislative working days between now and when Congress is slated to adjourn in early October, it appears that legislation may stall in Senate and never gain momentum in House.

28/ *Fox to get limited fin-syn waiver*

FCC grants Fox Broadcasting limited waiver of financial interest and syndication rules, allowing it to expand to 18½ hours in fall; Fox affiliates get PTAR waiver to air off-network shows in access.

29/ *Independents show revenue gains*

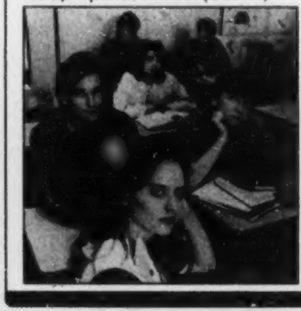
Double-digit revenue increases appear to be norm for independent stations—both Fox and nonFox.

31/ *SENDING A MESSAGE OVERSEAS*

Directors of two major U.S. international broadcasting services—Radio Free Europe/Radio Liberty and Voice of America—say they are not ready to turn over responsibility of delivering America's message abroad to commercial broadcasters.

32/ *FOX TAKES CHANCE ON 'TRIBES'*

Fox-owned station group's in-house production unit is betting on younger-skewing soap opera, *Tribes* (below).



33/ *NEW VENUES*

Brent Musburger signs with ABC. CBS Sports commentator Will McDonough joins NBC.

37/ *NBC'S PROGRAMING PLAN*

Network will probably add another night of series programing to its fall lineup in place of movie night.

37/ *PBS SUMMER*

Public Broadcasting Service kicks off its summer season in June with three-part special hosted by ABC *Nightline* anchor Ted Koppel.

42/ *BRITAIN'S NEWEST TV SERVICE*

British Satellite Broadcasting overcomes delays to launch its flagship movie service.

44/ *NAB TRIES TO BLOCK PACTEL BID*

NAB uses deposition of expert witness for Pacific Telesis in unrelated case as reason to deny Pactel's request to acquire Chicago cable TV system.

36/ *SITCOM PRICE BREAK*

Abundance of off-network situation comedies appears to herald decline in license fees for many shows new to marketplace.

Among comedies hitting airwaves in syndication this year is 'The Hogan Family.'

46/ *RADIO'S OUTSIDE MONEY MAKERS*

Radio stations sponsor such events as health, financial, food and sports fairs to benefit station, advertisers and listeners.

48/ *BATTLE PAGES*

Ever since Crown Broadcasting filed its proposal to move WHMA(FM) from Anniston, Ala., to Atlanta suburb, there has been raft of petitions filed at FCC against it. Crown's Tom Gammon and Cox Enterprises' Mike Faherty address FCC's move-in policy and controversy surrounding Crown's proposal.

51/ *NBC-GM AD DEAL*

NBC and General Motors announce multi-year agreement said to be worth $500 million, including spots on TV network, CNBC and SportsChannel America.

51/ *YEAR OF CHANGE FOR CYCLE-SAT*

Although Cycle-Sat lost money last year, its president says 1990 will be year that company gets into black.

55/ *HEARING ON TOBACCO ADS*

Representative Thomas Luken questions networks on legality and propriety of covering sports events sponsored by cigarette manufacturers.

79/ *EXPANDING UNIVERSE*

Donald Mitzner, president of Group W Satellite Communications, was once active in aerospace program and automotive accessories business. Now his efforts are turned to cable industry.

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BY THE NUMBERS 1

Two made-for-television movies were rated among the top 10 network prime time shows in the first week of the 1990 spring/summer season. CBS's Sunday night movie (April 29), a *Hallmark Hall of Fame* presentation, *Caroline?*, won its time period and was fourth overall with an average 19.4/30 from 9 to 11 p.m.

The same night, NBC's *Fall From Grace*, about the exploits of Jim and Tammy Bakker's TV ministry, was second in its time period and ninth overall, with an average 17.6/27. ABC's movie that night, *Summer Dreams: The Beach Boys*, lagged behind with a 10.6/16.

NBC won the week in prime time, with an average 12.9/23, followed by ABC's 11.4/20 performance and CBS's 11.1/19. NBC won Tuesday, Wednesday, Thursday and Saturday. CBS won Monday and Sunday and ABC took Friday.

ABC's *America's Funniest Home Videos* was the highest rated show of the week, with a 22/36. *Cheers* was second and *A Different World* was

"By the Numbers" continues on page 16.

RATINGS ROUNDUP

Week 3[illegible] □ Apr. 23–Apr. 29

Rank/rating			Network	Show
1	▲	22.0/36	A	*Amer. Funniest Videos*
[illegible]	▼	21.2/34	[illegible]	*Cheers*
[illegible]	▲	[illegible]	N	*A Different World*
[illegible]	▲	19.4/30	C	*Sunday Movie: Caroline?*
[illegible]	▼	19.2/36	N	*Cosby*
[illegible]		[illegible]	[illegible]	[illegible]
[illegible]	▲	18.4/35	C	*60 Minutes*
[illegible]	▲	17.6/27	N	*Sunday Movie: Grace*
[illegible]	▼	17.6/28	N	*Wings*
10	▼	17.5/32	N	*Unsolved Mysteries*
[illegible]	▲	17.1/29	N	*L.A. Law*
[illegible]		17.0/26	[illegible]	[illegible]
[illegible]	▲	16.4/25	F	*Simpsons*
[illegible]	▼	16.3/30	N	*Empty Nest*
[illegible]	▲	16.2/26	C	*Murder, She Wrote*
[illegible]	▼	16.1/27	A	*Wonder Years*
[illegible]	▼	15.8/29	N	*Golden Girls*
[illegible]	▲	15.6/25	F	*Married...With Children*
[illegible]	▼	15.2/25	N	*Heat of the Night*
[illegible]	▼	15.0/26	A	*Coach*
[illegible]		[illegible]	N	[illegible]
[illegible]	▲	14.7/24	A	*Doogie Howser, M.D.*
[illegible]	▼	[illegible]	N	*Carol & Company*
[illegible]		[illegible]	C	*Knots Landing*
[illegible]		14.4/24	N	*Country Music Awards*
[illegible]	▼	13.9/28	A	*Full House*
[illegible]	▲	13.1/24	A	*20/20*
[illegible]	▼	[illegible]	N	*Matlock*
[illegible]	▼	[illegible]	C	*Murphy Brown*
[illegible]	▲	[illegible]	A	*Family Matters*
[illegible]	▼	[illegible]	A	*Who's the Boss?*

Rank/rating			Network	Show
[illegible]	▼	13.1/21	C	*Designing Women*
[illegible]	▼	[illegible]	N	[illegible]
[illegible]	▲	12.7/21	C	*Jake and the Fatman*
[illegible]	▲	[illegible]	A	*Growing Pains*
[illegible]	▲	[illegible]	A	*Just the 10 of Us*
[illegible]	▲	[illegible]	A	*Perfect Strangers*
[illegible]		[illegible]	A	*Mystery Movie: Columbo*
[illegible]	▼	[illegible]	A	*Head of the Class*
[illegible]	▼	[illegible]	C	*Newhart*
[illegible]		[illegible]	C	*Rescue: 911 Special*
[illegible]		11.7/21	C	*Dallas*
[illegible]	▼	[illegible]	N	[illegible]
[illegible]	▲	11.5/19	A	*Marshall Chronicles*
[illegible]	▼	[illegible]	A	*Twin Peaks*
[illegible]	▼	[illegible]	C	*Rescue: 911*
[illegible]		[illegible]	A	*Nightline:* [illegible]
[illegible]		[illegible]	A	*Sunday Movie: Beach Boys*
[illegible]		[illegible]	C	[illegible]
[illegible]	▼	[illegible]	A	*China Beach*
[illegible]	▼	[illegible]	A	*Macgyver*
[illegible]	▼	[illegible]	N	[illegible]
[illegible]	▼	[illegible]	A	[illegible]
[illegible]	▼	[illegible]	C	[illegible]
[illegible]		[illegible]	A	[illegible]
[illegible]		[illegible]	C	[illegible]
[illegible]	▼	[illegible]	N	[illegible]
[illegible]		[illegible]	C	[illegible]
[illegible]		[illegible]	A	[illegible]
[illegible]	▼	[illegible]	[illegible]	[illegible]

Rank/rating			Network	Show
[illegible]	▲	8.7/15	F	*Open House*
[illegible]	▲	[illegible]	C	*Paradise*
[illegible]	▼	[illegible]	N	[illegible]
[illegible]	▲	[illegible]	A	[illegible]
[illegible]		[illegible]	[illegible]	[illegible]
[illegible]		[illegible]	N	[illegible]
[illegible]		[illegible]	[illegible]	[illegible]
[illegible]	▲	[illegible]	C	[illegible]
[illegible]	▼	[illegible]	C	*48 Hours*
[illegible]		[illegible]	N	[illegible]
[illegible]		[illegible]	C	[illegible]
[illegible]		[illegible]	[illegible]	[illegible]
[illegible]		[illegible]	F	[illegible]
[illegible]	▲	[illegible]	A	[illegible]
[illegible]	▼	[illegible]	A	[illegible]

[illegible]

FREEZE FRAMES: Syndication Scorecard

Week ended Apr. 22

Rank	Program (Syndicator)	Rtg	Stns	Covg
1	[illegible]	13.8	233	99
2	[illegible]	11.8	219	98
3	[illegible]	8.9	217	99
4	[illegible]	8.8	232	98
5	[illegible]	8.3	204	98
5	[illegible]	8.3	209	92
7	[illegible]	8.1	194	96
8	Entertainment [illegible]	7.9	180	96
9	Donahue (Multimedia)	5.9	227	98
10	Star Search (TPE)	5.3	170	96

Rank	Program (Syndicator)	Rtg	Stns	Covg
11	[illegible]	5.0	176	96
11	[illegible]	5.0	161	91
11	[illegible]	5.0	184	92
14	[illegible]	4.9	113	82
15	[illegible]	4.8	136	86
15	[illegible]	4.8	189	98
	The following shows were rated, but not ranked			
	[illegible]	5.9	162	93
	[illegible]	8.4	251	97

Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research

Summary of Broadcasting & Cable

BROADCASTING

SERVICE	ON AIR	CPs	TOTAL *
[illegible]	[illegible]	[illegible]	[illegible]

CABLE †

[illegible]	[illegible]

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

"By the Numbers" continues from page 12.

third. *The Cosby Show* was fifth and a repeat of *Roseanne*, top-rated for the season, placed seventh.

ABC's *Twin Peaks*, which has gotten generally favorable notices from the nation's TV critics, took a tumble in the ratings its fifth time out. On Thursday, April 26, *Peaks* was second in its time period (9-10) with an 11.3/18, and 45th among prime time shows for the week. The show was, however, still in the top 20 among women 18-49.

MarketScope

Most media stocks managed to participate in the improved market performance which saw the S&P up 6% since the previous Wednesday. Television network stocks CBS and Capcities/ABC showed little movement, despite positive options activity, perhaps based on upgraded recommendations from several securities analysts. Leveraged small-capitalization broadcasters did not fare well last week: Price Communications was off 17% to near 52-week low, at 3⅝, while Ackerley Communications dropped 11% to new low at 4¼. Seattle-based Ackerley last week released first-quarter results showing increased loss. Most cable operator stocks were up, with Cablevision Systems (CVC) jumping 15% to 24¼, despite lower S&P rating, to CCC, on senior subordinated debt of CVC subsidiary Adams-Russell. Adelphia was one of few cable operators declining, 5% to 10½. Among group owner/publishing stocks bucking trend were Meredith, down 6% to 27, and News Corp., down 3% to 14⅞. IDB Communications was up 15%, to 9⅝, on news that Swissair had agreed to joint venture and purchase of 5% stake at $13 per share. C-Cor Electronics was up 17% to 12¾; cable equipment manufacturer recently reported improved quarterly earnings. King World Productions continued to fall, 7%, to $32. MGM continued to fall slightly, to $17, despite $20-per-share tender offer, which was extended for week.

Stock Index Notes: T-Toronto, A-American, N-NYSE, O-NASDAQ. Bid prices and common A stock used unless otherwise noted. P/E ratios are based on earnings per share for the previous 12 months as published by Standard & Poor's or as obtained by Broadcasting's own research.

STOCK INDEX 1

[illegible]

STOCK INDEX 2

	Closing Wed May 2	Closing Wed Apr 25	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
A (NYTA) New York Times	21 7/8	21 3/8	1/2	02.33	8	1,707
N (NWS) News Corp. Ltd.	14 7/8	15 1/4	- 3/8	- 02.45	8	3,983
O (PARC) Park Commun.	20 3/4	21	- 1/4	- 01.19	22	429
O (PLTZ) Pulitzer Publishing	27 1/4	27 1/2	- 1/4	- 00.90	0	285
N (RCL) Reliance Group Hold.	5 3/4	5 1/2	1/4	04.54	19	429
O (RTRSY) Reuters Ltd.	53 7/8	52 3/4	1 1/8	02.13	25	24,473
O (STAUF) Stauffer Commun.	146	146		00.00	48	146
N (TMC) Times Mirror	29 1/4	28 7/8	3/8	01.29	12	3,779
O (TMCI) TM Communications	9/32	7/32	1/16	28.57	-2	1
N (TRB) Tribune	39 7/8	39 1/2	3/8	00.94	12	2,516
A (TBSA) Turner Bcstg. 'A'	44 3/8	44 3/4	- 3/8	- 00.83	-57	2,300
A (TBSB) Turner Bcstg. 'B'	42 1/8	41 7/8	1/4	00.59	-54	1,120
A (WPOB) Washington Post	275	275		00.00	17	3,469

PROGRAMING

	Closing Wed May 2	Closing Wed Apr 25	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
O (ALLT) All American TV	3 3/8	3 3/8		00.00		4
A (CAI) Color Systems	2 1/8	2 1/2	- 3/8	- 15.00	-2	12
O (DCPI) dick clark prod.	5 3/4	5 7/16	5/16	05.74	25	47
N (DIS) Disney	111 1/4	111 1/4		00.00	21	15,040
O (FNNI) Financial News	7 1/4	6 7/8	3/8	05.45	27	131
A (FE) Fries Entertain.	1 3/4	1 3/4		00.00	-2	9
A (HHH) Heritage Entertain.	1	1 1/8	- 1/8	- 11.11		7
A (HSN) Home Shopping Net.	7 1/8	7 1/4	- 1/8	- 01.72	-79	639
N (KWP) King World	32	34 3/8	- 2 3/8	- 06.90	10	908
O (KREN) Kings Road Entertain.		1/8	1/32	25.00		0
N (MCA) MCA	56 7/8	57	- 1/8	- 00.21	21	4,178
N (MGM) MGM/UA Commun.	17	17 1/4	- 1/4	- 01.44	-22	865
A (NNH) Nelson Holdings	5 5/8	5 3/4	- 1/8	- 01.85		26
O (NNET) Nostalgia Network	7/8	7/8		00.00	-1	4
N (OPC) Orion Pictures	19 3/4	20	- 1/4	- 01.25	24	350
N (PCI) Paramount Commun.	47 1/4	45 3/4	1 1/2	03.27	26	5,815
N (PLA) Playboy Ent.	12 5/8	12 7/8	- 1/4	- 01.94	-78	118
O (QNTQE) Qintex Ent.	1 1/4	1 1/4		00.00		26
O (QVCN) QVC Network	10 1/4	10 3/8	- 1/8	- 01.20	29	154
O (RVCC) Reeves Commun.	6 3/4	6 3/4		00.00	-6	85
O (RPICA) Republic Pic. 'A'	8 1/2	7 3/4	3/4	09.67	36	35
O (RPICB) Republic Pic. 'B'	7 1/4	7 3/4	- 1/2	- 06.45	80	30
O (SP) Spelling Entertainment	8 5/8	7 1/8	1 1/2	21.05	35	285
O (JUKE) Video Jukebox Net.	6 1/8	6 1/4	- 1/8	- 02.00	-24	57
O (WONE) Westwood One	6 3/4	6	3/4	12.50	-4	98

SERVICE

	Closing Wed May 2	Closing Wed Apr 25	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
O (AGRP) Andrews Group	3 5/8	3 5/8		00.00	-2	33
O (BSIM) Burnup & Sims	14 1/8	15	- 7/8	- 05.83	30	177
N (CQ) Comsat	29 7/8	31 1/2	- 1 5/8	- 05.16	8	489
N (DNB) Dun & Bradstreet	45 1/4	44 1/2	3/4	01.68	14	8,376
N (FCB) Foote Cone & B.	23 3/8	23 5/8	- 1/4	- 00.87	14	260
O (GREY) Grey Advertising	153	153		00.00	14	175
O (IDBX) IDB Communications	9 5/8	8	1 5/8	20.31	26	47
A (IPG) Interpublic Group	29 7/8	31	- 1 1/8	- 03.62	14	1,031
O (OMCM) Omnicom Group	22 7/8	23	- 1/8	- 00.54	12	600

	Closing Wed May 2	Closing Wed Apr 25	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
N (SAA) Saatchi & Saatchi	4 3/4	4 5/8	1/8	02.70	-4	73
O (TLMT) Telemation	2 1/2	2 1/2		00.00	5	11
A (UNV) Unitel Video	9 1/4	8 3/8	7/8	10.44	40	18

CABLE

	Closing Wed May 2	Closing Wed Apr 25	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
A (ATN) Acton Corp.	12 3/8	11 3/4	5/8	05.31	0	17
O (ATCMA) Am. TV & Comm.	34 1/4	33 1/4	1	03.00	39	3,734
O (CTEX) C-Tec Corp.	18 1/4	17 5/8	5/8	03.54	87	311
A (CVC) Cablevision Sys. 'A'	24 1/8	21	3 1/8	14.88	-3	534
A (CTY) Century Comm.	7 7/8	7 1/8	3/4	10.52	-9	514
O (CMCSA) Comcast	12 5/8	11 7/8	3/4	06.31	-8	1,410
A (FAL) Falcon Cable Systems	14 3/8	14 7/8	- 1/2	- 03.36	-10	91
O (JOIN) Jones Intercable	9 1/4	9 1/4		00.00	-3	112
N (KRI) Knight-Ridder	47 1/8	47 1/8		00.00	10	2,441
T (RCI.A) Rogers Commun. 'A'	11 1/8	13 1/2	- 2 3/8	- 17.59	-21	433
T (RCI.B) Rogers Commun. 'B'	8 1/4	9 1/8	- 7/8	- 09.59	-14	639
O (TCAT) TCA Cable TV	14 1/2	13 1/4	1 1/4	09.43	33	301
O (TCOMA) Tele-Commun.	12 7/8	12 5/8	1/4	01.98	-17	4,543
N (TWX) Time Warner	92	92 1/2	- 1/2	- 00.54	-21	5,317
O (UAECA) United Art. Ent. A	12 3/4	12	3/4	06.25	-6	1,773
O (UAECB) United Art. Ent. B	12 7/8	12 1/4	5/8	05.10	-6	800
N (VIA) Viacom	45 1/4	44 7/8	3/8	00.83	21	2,414
N (WU) Western Union	9/16	9/16		00.00		37

EQUIPMENT & MANUFACTURING

	Closing Wed May 2	Closing Wed Apr 25	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
N (MMM) 3M	79	79 3/4	- 3/4	- 00.94	14	17,390
N (ARV) Arvin Industries	15 3/4	15 5/8	1/8	00.80	25	285
O (CCBL) C-Cor Electronics	12 3/4	10 7/8	1 7/8	17.24	11	54
N (CHY) Chyron	2	2		00.00	-11	20
A (COH) Cohu	10	10 1/8	- 1/8	- 01.23	8	19
N (EK) Eastman Kodak	37 7/8	37 3/4	1/8	00.33	20	12,287
N (GRL) Gen. Instrument	31 1/4	32 1/4	- 1	- 03.10	10	880
N (GE) General Electric	64 3/4	64 3/8	3/8	00.58	14	58,100
N (HRS) Harris Corp.	30 1/8	31	- 7/8	- 02.82	37	1,203
N (MAI) M/A Com. Inc.	3 3/8	3 1/8	1/4	07.40		88
N (IV) Mark IV Indus.	12 1/2	12 5/8	- 1/8	[illegible]	3	175
O (MATT) [illegible]	1 7/8	2	- 1/8	- 06.25	50	11
O (MCDY) Microdyne	3 3/4	3 1/2	1/4	07.14	125	16
O (MCOM) Midwest Commun.	3 3/8	3 1/2	- 1/8	- 03.57	9	10
N (MOT) Motorola	73 1/2	67 1/2	6	08.88	18	9,321
N (OAK) Oak Industries	1	1		00.00	-33	52
A (PPI) Pico Products	1 1/8	1 1/8		00.00	-1	4
N (SFA) Sci-Atlanta	23 1/4	22 1/8	1 1/8	05.08	13	514
N (SNE) Sony Corp.	54 1/8	51 1/8	3	[illegible]	34	[illegible]
N (TEK) Tektronix	13 1/8	13 3/8	- 1/4	- 01.86	-12	381
N (VAR) Varian Assoc.	34 3/4	33 7/8	7/8	02.58	13	671
O (WGNR) Wegener	1 5/8	1 1/2	1/8	08.33	13	11
N (WX) Westinghouse	73 5/8	73	5/8	00.85	11	10,650
N (ZE) Zenith	8 7/8	9 1/8	- 1/4	- 02.73	-12	237
Standard & Poor's 400	[illegible]	[illegible]	2.45	0.8		

June 10-14—*Radio Advertising Bureau* management development program. Wharton School of Business, University of Pennsylvania, Philadelphia. Information: (212) 254-4800.

June 11—Broadcasting/Cable Interface IV, telecommunications policy seminar sponsored by *BROADCASTING magazine* and *Federal Communications Bar Association*. Westin hotel, Washington. Information: Patricia Vance, (202) 659-2340.

June 11-13—*New York Festivals*, comprising International Radio Festival and International Advertising Festival, featuring screenings and awards banquet. Sheraton Center hotel, New York. Information: (914) 238-4481.

June 11-13—JC Penney-Missouri community affairs television workshop, sponsored by *University of Missouri*. Columbia, Mo. Information: Charles Warner, (314) 882-6883.

June 11-14—Second management seminar for broadcast news directors, sponsored by *Radio-Television News Directors Association* and *University of Missouri School of Journalism*. University of Missouri, Columbia, Mo. Information: (314) 882-6883.

June 12-14—*ABC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

June 14-16—"Fundamentals of Cable Accounting and Budgeting," cable management program sponsored by *Women in Cable* and *Denver University*. University of Denver campus, Denver. Information: Nancy Ring, (312) 661-1700.

June 14-17—*Missouri Broadcasters Association* annual spring meeting. Rock Lane Lodge, Table Rock Lake, Branson, Mo.

June 15—*Women in Communications, Washington chapter*, Matrix luncheon. Capital Hilton hotel, Washington. Information: (202) 998-8431.

June 15-16—*Texas Association of Broadcasters* Radio Day. J.W. Marriott, Houston. Information: (512) 322-9944.

June 17-22—"Broadcast Power Reporting," seminar sponsored by *Poynter Institute for Media Studies*. Poynter Institute, St. Petersburg, Fla. Information: (813) 821-9494.

June 19-22—*National Association of Broadcasters* summer board meeting. NAB, Washington.

June 20—"Tape restoration and preservation," speech by John Metarrazzo of Agfa-Gevart to *Society of Broadcast Engineers, chapter 15*. New York Times building, New York. Information: David Bialik, (212) 752-3322.

June 20-22—Advanced seminar for European radio broadcasters in management and programing, "The Future Is Here," sponsored by *Radio Express*, distributor of American radio programs, and *Burns Media Consultants*. Heidelberg, West Germany. Information: (213) 850-1003.

June 20-24—*Society of Cable Television Engineers* annual conference. Stouffer's and Nashville Convention Center, Nashville. Information: (215) 363-6888.

June 21-22—*C-SPAN* "Capitol Experience" seminar "to provide cable operators with insight into the network's programing philosophy, reasons to carry C-SPAN and ways to promote it among their general audience." C-SPAN headquarters, Washington. Information: (202) 737-3220.

June 21-24—20th conference on broadcast meteorology, sponsored by *American Meteorological Society*. Clarion Harvest House, Boulder, Colo. Information: (617) 227-2425.

June 21-24—*North Carolina Association of Broadcasters* summer meeting. Elbow Beach hotel, Bermuda. Information: (919) 821-7300.

June 21-24—*Society of Cable Television Engineers* convention. Nashville.

June 22—Deadline for comments to *National Telecommunications and Information Administration* on globalization of mass media. U.S. Chamber of Commerce, NTIA, Washington. Information: (202) 377-1551.

June 23—Non-televised presentation of 17th Annual Daytime Emmy Awards for creative arts categories, sponsored by *Academy of Television Arts and Sciences* and *National Academy of Television Arts and Sciences*. Sheraton Universal hotel, Los Angeles, Calif. Information: (818) 763-2975.

June 23-27—1990 Development Exchange, workshops and seminars for public radio. St. Petersburg, Fla. Information: (202) 785-4321.

June 25-29—"Advanced Television: The Complete Picture," fourth international colloquium on advanced television systems, hosted by *Canada* and sponsored by *National Film Board, Department of Communications; Canadian Broadcasting Corp.*, and *Telesat Canada*. Ottawa Congress Center, Ottawa. Information: (613) 224-1741.

June 27-29—*CBS-TV* annual affiliates meeting. Century Plaza, Los Angeles.

June 28—Broadcast on ABC-TV of 17th annual daytime Emmy Awards, sponsored by *Academy of Television Arts and Sciences* and *National Academy of Television Arts and Sciences*. Marriott Marquis, New York. Information: (818) 763-2975.

Open Mike

Two sides to 900 numbers

EDITOR: In your March 5 article, "Stations hanging up on party lines," your publication addressed the negative side of pay-per-call services.

The 900 industry is in its infancy and needs monitoring. However, as in any industry which provides a communications medium for the public, there exists a difficult balance between regulation and freedom of speech. This problem is compounded in an industry experiencing rapid growth and development. As providers of quality 900 services, we are happy to see that broadcasters are helping police the 900 industry. Our policy has been and will continue to be one of long-term growth and logical self-regulation. We produce no programing targeted toward children. Nor do we provide services designed to appeal to the baser instincts of the public. Rather, our focus is on entertainment, competition and information.

We regret your article did nothing to suggest the positive aspects of 900 services. Indeed, the power of obtaining a wide variety of information on demand, from any telephone, without commercial intervention (either in content or substance), may well become one of the most cherished forms of information distribution in a free society.

We are driven by the quality of our programing. We believe ultimately quality will determine success. In our industry as it has in broadcasting.—*Chas. Brent Franks, Communication & Information Services Corp., Dallas.*

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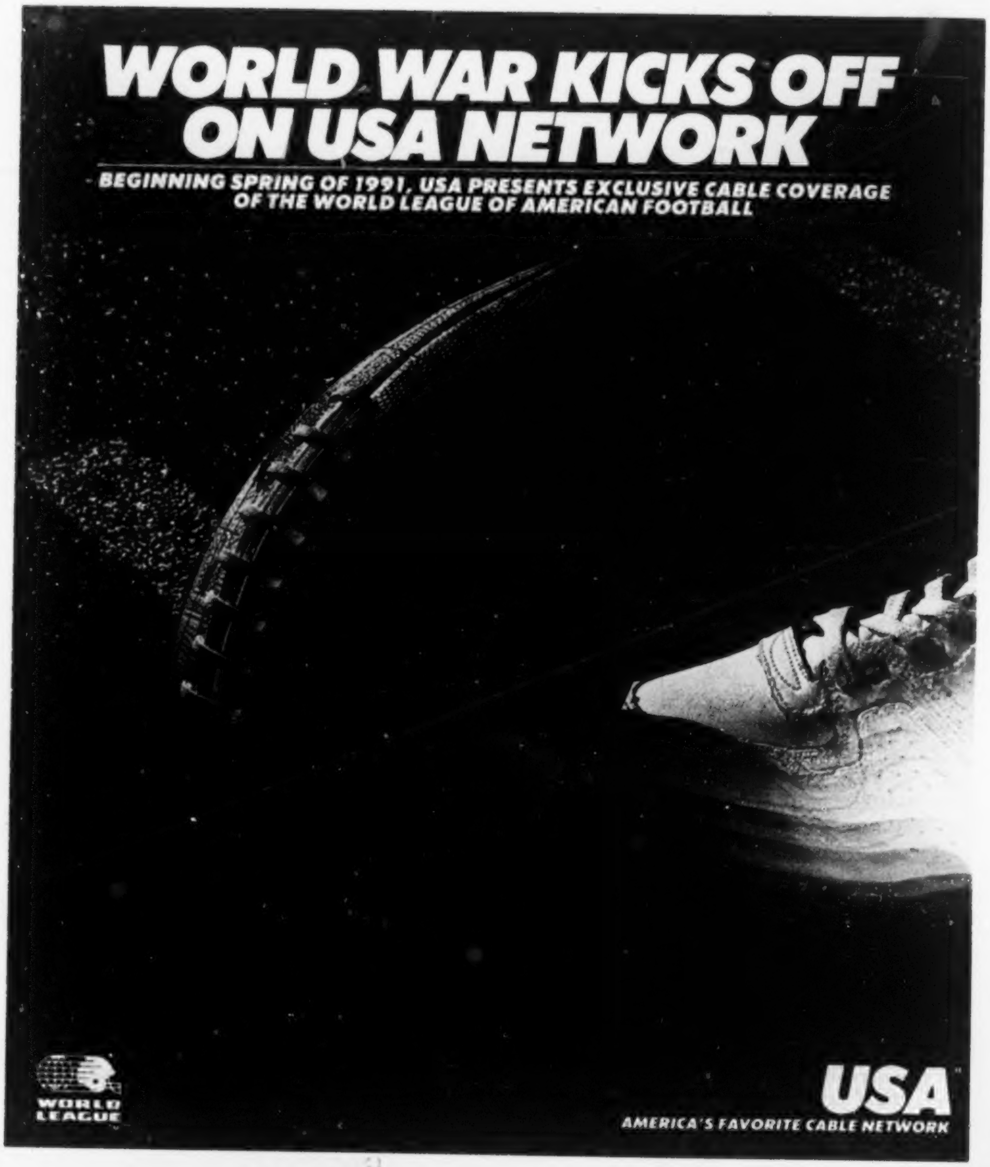
The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting May 14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59th Year 1990

Shaping up the fall season

Broadcasting May 14

Vol. 118 No. 20

27/ *Fall network schedules due for change*

Broadcast networks plan major retoolings as they head into 1990-91 TV season.

Among those shows whose futures are less than secure (clockwise from top left): 'The Tracey Ullman Show' on Fox; 'ALF' on NBC; 'Anything But Love' on ABC, and 'Sydney' on CBS

28/ *Summertime schedule*

Broadcast networks' summer TV season will contain unprecedented mix of new programs, new episodes of returning shows, specials and reruns.

31/ *FCC STREAMSLINES COMPARATIVE HEARING PROCESS*

Commission moves to speed up awarding of broadcast licenses and stem abuse of process by "sham" applicants.

35/ *DIC PLANS STUDIO TOUR*

DIC Enterprises, supplier of children's TV programing, readies multi-million dollar DIC Studio Tour and animated show for ESPN.

38/ *'ARSENIO' COMPANION PIECE*

Paramount Domestic Television and Arsenio Hall Communications prepare late fringe talk strip, *The Party Machine with Nia Peeples*.

41/ *MEDIA STOCKS WORLDWIDE*

Media stocks around world share opportunities and problems while being linked to fortunes of their native stock markets.

45/ *CABLE DEALS AT MIP-TV*

Co-ventures, program acquisitions and sales top cable companies' agendas at MIP-TV.

46/ *HDTV DEADLINES*

FCC's advisory committee on advanced TV service's June 1 deadline for proponents to pay their testing fees and get pre-certified could mean fewer systems to be tested.

48/ *ANOTHER RADIO TEA PARTY?*

Following success of last year's efforts to fight congressional pay raise bill, radio talk show hosts gear up for campaign finance reform push. But will public get behind it?

53/ *NBC NEWS EXPANSION*

NBC News is planning to expand its affiliate news service, A-News, probably to 24 hours per day.

54/ *NEWS ON FOX*

Fox Broadcasting Co. is moving ahead on plans for national news operation.

55/ *GROSSMAN PERSPECTIVE ON NEWS*

Former NBC News President Lawrence Grossman offers vision of TV news as fading and failing enterprise whose "preeminent journalists have become legends of the past."

56/ *CABLE'S FIRST QUARTER*

First quarter ratings for pay cable services and subscriber counts for MSO's show little change.

58/ *WOMAN IN THE NEWS*

American Women in Radio and Television's outgoing president, Patricia Niekamp, says she has accomplished her goals of increasing organization's visibility and membership and improving its member services.

79/ *GOING GLOBAL*

Richard Dunn, managing director of Thames Television, says company wants to be "a world broadcaster," supplying "high quality television product to the world."

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BY THE NUMBERS 1

CBS was just one-tenth of a rating point shy of tying NBC in the prime time ratings for the week ending May 6. CBS had strong first-place finishes on both Monday night (April 30), where its comedy lineup had a five-point margin of victory, and Sunday night (May 6), where the first network telecast of "The Untouchables" helped it win by four-and-a-half rating points. CBS finished second on two nights, Thursday and Friday.

For the week, NBC was first, however, with an average 12.1/21, followed by CBS with 12/21 and ABC with 11.3/20. NBC won Wednesday, Thursday and Friday.

While ABC was third in households, it continues to challenge NBC in ratings within the 18-49 demographics, which are more important than households for most network advertisers. For the week, ABC was first in prime time among women 18-49, while NBC was second and CBS third. NBC was first among men 18-49, ABC was second and CBS third.

ABC's *Roseanne* and a CBS special, *I Love*

RATINGS ROUNDUP

Week 32 □ Apr. 30–May 6

Rank/rating			□ Network □	Show
1		21.2/37	C	*I Love Lucy: Very 1st Show*
2	▲	21.2/33	A	*Roseanne*
3	▼	21.1/33	N	*Cheers*
4	▼	20.8/36	A	*Amer. Funniest Videos*
5	—	18.5/33	N	*Cosby*
6	▼	18.1/30	N	*A Different World*
7	▼	18.0/37	C	*60 Minutes*
8	▲	17.5/31	N	*Unsolved Mysteries*
9	▼	17.1/29	C	*Sunday Movie: Untouchables*
10	▲	17.0/26	C	*Designing Women*
11	▲	16.0/27	A	*Wonder Years*
12	▼	16.7/28	N	*L.A. Law*
13	▲	16.6/31	N	*Golden Girls*
14	▼	16.2/28	N	*Wings*
15		15.8/26	C	*Murder, She Wrote*
16	▲	15.7/30	N	*Carol & Company*
17	▲	15.3/24	C	*Murphy Brown*
17		15.3/24	A	*Brewster Place*
19	▼	15.1/24	F	*Simpsons*
20		15.0/24	A	*Anything for Laughs*
21	▼	14.9/23	N	*Heat of the Night*
21	▼	14.9/24	F	*Married...With Children*
23	▼	14.5/23	N	*Hunter*
24	▲	14.2/24	N	*Matlock*
25	▲	14.1/26	A	*Who's the Boss?*
26		13.9/27	A	*Full House*
26		13.9/22	N	*Night Court*
28	▼	13.7/23	C	*Knots Landing*
29	▲	13.6/22	A	*Sunday Movie: Bridger*
30		13.2/25	A	*Family Matters*
30	▼	13.2/24	A	*20/20*
32		13.1/21	N	*Dear John*
32	▲	13.1/21	C	*Jake and the Fatman*
34	▼	12.8/21	A	*Doogie Howser, M.D.*
35		12.7/22	A	*Growing Pains*
35	▲	12.7/22	A	*Head of the Class*
35		12.7/22	N	*Midnight Caller*
35	▲	12.7/21	C	*Newhart*
35		12.7/23	A	*Perfect Strangers*
40	▼	12.6/22	A	*Just the 10 of Us*
41		12.4/22	C	*Funny Commercials*
42	▲	12.2/21	A	*Macgyver*
43	▼	12.1/22	C	*Dallas*
44	▼	11.9/24	N	*Down Home*
44	▼	11.9/19	A	*Twin Peaks*
46	▲	11.7/21	C	*Major Dad*
47	▼	11.4/19	C	*Rescue: 911*
48		11.2/20	A	*thirtysomething*
49	▲	10.9/20	A	*Equal Justice*
50	▲	10.7/19	N	*Shannon's Deal*
51	▲	10.6/19	C	*Bagdad Cafe*
52	▼	10.5/17	N	*Sunday Movie: Archie*
53		10.3/19	C	*Candid Camera Spec.*
54		10.2/18	N	*Quantum Leap*
55	▲	9.9/17	C	*48 Hours*
56	▲	9.8/16	C	*Movie: Child in the Night*
57	▼	9.7/17	A	*Father Dowling*
58	▼	9.4/15	A	*Marshall Chronicles*
58	▲	9.4/17	N	*My Two Dads*
60	▼	9.3/18	N	*13 East*
61	▲	9.1/19	N	*A Family for Joe*
62	▼	9.0/17	A	*Mystery Movie: Stryker*
62	▲	9.0/16	C	*Sugar & Spice*
64	▲	8.9/15	N	*Working Girl*
65	▼	8.8/14	A	*China Beach*
66	▼	8.7/16	N	*Hardball*
66		8.7/15	A	*Primetime Live*
68	▼	8.3/15	F	*Open House*
68		8.3/15	N	*Hardball Spec.*
70	▼	8.0/13	C	*Falcon Crest*
70	▼	8.0/16	C	*Paradise*
72	▼	7.7/15	N	*Mancuso, FBI*
72		7.7/15	C	*Small Talk*
74	▼	7.5/15	F	*America's Most Wanted*
75	▲	7.4/15	F	*Totally Hidden Video*
76	▲	7.3/14	F	*In Living Color*
77		7.1/14	C	*Movie Spec.: Lost Boys*
78	▼	6.7/14	F	*Cops*
79		6.0/11	C	*Sydney*
80		5.9/10	C	*Raisins Sold Out*
81	▼	5.7/12	A	*Life Goes On*
82		5.4/11	A	*Elvis*
83	▲	5.1/8	F	*Alien Nation*
84	▲	4.9/10	N	*227*
84	▼	4.9/10	N	*Disney: The Muppets*
86	▲	4.8/8	A	*Capital News*
86	▲	4.8/8	F	*21 Jump Street*
88	▼	4.4/8	F	*Booker*
89	▼	4.1/8	F	*Outsiders*
90	▼	3.9/7	N	*ALF*
91		3.4/8	F	*Tracey Ullman*

[illegible]

Source: Nielsen Media Research

FREEZE FRAMES: Syndication Scorecard*

Week ended Apr. 29

Rank	Program (Syndicator)	Rtg	Stns	Covg
1	Wheel of Fortune, syn. (King World)	12.8	232	99
2	Jeopardy! (King World)	11.2	217	98
3	Star Trek: Next Generation (Paramount)	9.0	233	97
4	Oprah Winfrey (King World)	8.5	214	99
5	Wheel of Fortune, wknd (King World)	7.9	208	92
6	Cosby Show (Viacom)	7.7	204	98
7	Current Affair (20th Century Fox)	7.6	194	96
7	Entertainment Tonight (Paramount)	7.6	181	97
9	Donahue (Multimedia)	6.0	227	99
10	Star Search (TPE)	5.3	175	97
11	[illegible]	5.1	179	91
12	[illegible]	4.9	183	92
13	[illegible]	4.8	183	92
14	[illegible]	4.7	177	96
15	[illegible]	4.5	110	81
	The following shows were rated, but not ranked			
	[illegible]	6.5	173	93
	[illegible]	9.1	252	97

*Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research

Summary of Broadcasting & Cable

BROADCASTING

SERVICE	ON AIR	CP's[1]	TOTAL*
Commercial AM	4,981	250	5,231
Commercial FM	4,252	889	5,141
Educational FM	1,425	278	1,703
Total Radio	10,658	1,417	12,075
Commercial VHF TV	548	15	563
Commercial UHF TV	563	166	729
Educational VHF TV	124	4	128
Educational UHF TV	225	22	247
Total TV	1,446	222	1,681
VHF LPTV	300	205	505
UHF LPTV	457	1,529	1,986
Total LPTV	757	[illegible]	2,470
FM translators	1,831	[illegible]	2,132
VHF translators	2,721	123	2,844
UHF translators	2,211	[illegible]	2,605

CABLE†

Total subscribers	[illegible]
Homes passed	73,900,000
Total systems	9,500
Household penetration†	[illegible]
Pay cable penetration	[illegible]

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

Lucy: The Very First Show, tied as the highest-ranked shows on a household basis, each with a 21.2 rating.

ABC's much publicized *Twin Peaks* has settled into a second-place position (in households and key women demographics) on Thursday at 9 p.m., after dropping dramatically in the ratings for several weeks.

ABC's new mid-season *Women of Brewster Place,* starring Oprah Winfrey, debuted with a solid second-place performance at 9:30 p.m., Tuesday (May 1), just four-tenths off NBC's pacesetter, *Heat of the Night,* which averaged a 15.7/25.

MarketScope

Stock prices generally were slightly higher last week, reflecting market's about-face, for time being, on interest rate outlook. Among those Fifth Estate sectors naturally benefitting were cable and equipment stocks. Effective yield quoted on bonds of Adams-Russell dropped almost three full percentage points, to 31%, while stock of General Instrument increased 7%, to 33⅜. Some entertainment stocks improved also, with options activity positive for companies including MCA, Time Warner and Disney, last despite some recent articles questioning company's ability to generate earnings growth. King World stock rebounded 13% from selloff of earlier weeks, to 36⅛. A.H. Belo was up 4%, perhaps reflecting favorable decisions by both FCC and Houston jury regarding company's competitive practices in Dallas. Publisher/group owner was also positively cited in last week's *Barron's.* MGM stock continued to inch away from $20-per-share tender offer, closing last Wednesday at 16⅞, down ⅛. Bidder, Pathé, said it had extended tender offer to June 7. Liberty Corp. was up slightly to 49¼, perhaps because of announcement by Gabelli Group that it held 5.6% stake in insurer and group owner. Announcement that Gabelli had increased its stake in Outlet Communications to 8.2% did not lift that stock, however, which instead reported last trade on Wednesday at 18, down 6%.

Stock Index Notes: T-Toronto, A-American, N-NYSE, O-NASDAQ. Bid prices and common A stock used unless otherwise noted. P/E ratios are based on earnings per share for the previous 12 months as published by Standard & Poor's or as obtained by Broadcasting's own research.

STOCK INDEX 1

[illegible]

BY THE NUMBERS 3

STOCK INDEX 2

■ **June 7**—"A Salute to Australian Television," annual membership meeting of *National Academy of Television Arts and Sciences, New York chapter*. Citibank auditorium, New York. Information: (212) 768-4510.

June 7-9—*National Association of Telecommunications Officers and Advisors* regional telecommunications conference. Driskill hotel, Austin, Tex. Information: (202) 626-3170.

June 7-10—*National Association of Radio Talk Show Hosts* second annual conference. Contemporary hotel, Disney World Resort, Orlando, Fla. Information: (617) 247-3627.

June 8—*Center for Communication* annual award luncheon, honoring Thomas Murphy, chairman, Capcities/ABC. Plaza hotel, New York. Information: (212) 836-3050.

June 8-9—*NBC-TV affiliate promotion directors* conference. Bally's, Las Vegas.

June 8-9—Seventh annual *BROADCASTING-Taishoff* seminar for mid-career radio and television professionals, sponsored by *Society of Professional Journalists*. Speakers: Ed Fouhy, formerly with CBS News; Deborah Norville, co-host, NBC's *Today*; David Gelber, producer, CBS's *60 Minutes*; Kim Montour, Fox TV; Paul Davis, WGN-TV Chicago; Bob Morse, WMAQ-TV Chicago, and Wayne Barnett, WTMJ-TV Milwaukee. NBC Tower, Chicago. Information: Deborah Colky, (312) 922-7424.

June 8-10—"Economics of the Illegal Drug Trade," economics conference for journalists sponsored by *Foundation for American Communications* and *Gannett Foundation*. Ramada Renaissance Techworld, Washington. Information: (213) 851-7372.

Errata

April 30 issue of BROADCASTING reported that **King World Productions'** half-hour magazine strip, ***Only Yesterday***, had been sold in 50 markets. Number should have been 60. John Palmer-hosted program is being offered on cash basis, in addition to undetermined barter advertising split.

□

Orbis Communications' new game show, ***Joker's Wild*, is set to debut Sept. 10,** not Sept. 22 as reported in May 7 issue.

June 9-12—*American Advertising Federation* national advertising conference, including national ADDY awards presentation (June 10, Kiel Auditorium, St. Louis). Speakers include Jane Pauley, NBC News; Alexander Kroll, chairman-CEO, Young & Rubicam; Jamie Kellner, president-COO, Fox Broadcasting; Michael Roarty, executive VP, Anheuser Busch; Chris Whittle, Whittle Communications, and Ira Herbert, president, Coca-Cola. Marriott Pavilion, St. Louis. Information: (202) 898-0089.

June 9-15—*Notre Dame Executive Management Development Seminar* exclusively for radio station owners, general managers and sales managers. South Bend, Ind. Information: National Association of Broadcasters Radio Office, (202) 429-5420.

Open Mike

AM activist

EDITOR: When I heard the FCC had proposed to reimpose nonduplication rules, I knew we would hear a lot of bellyaching from the AM-FM combos. Well, lo and behold, there it was on page 66 of the April 23 issue of BROADCASTING.

My partners and I own and operate two successful AM-only radio stations in Georgia, WMGA Moultrie and WGFS Covington. These stations are doing well because we are working hard, they've been around for a long time and we have a good signal and good local community interest programing, not found on FM. Through the years, we have witnessed some really great AM stations go down the tubes because it became so much easier to make it on the sister FM stations. In our mind, these stations went under because the management decided it wasn't worth the effort and cost. If I understand it correctly, we radio stations are licensed to serve in the public's interest and not the radio station's interest.

As far as we are concerned, speaking as AM-only operators, let these FM-duplicated AM's go dark. It will clear up the congested AM band and my stations may be able to get a power increase. Furthermore, a lot of these duplicated stations are occupying bandwidth we could use.

I sincerely hope the FCC commissioners will not listen to these AM-FM combo operators who say they want to improve AM but aren't willing to put their money where their mouths are. I mean, come on guys, you can't convince any sane broadcaster that you can turn an AM around by simulcasting your FM on it. If you aren't willing to make the sacrifice for your AM, turn the license in. There is probably some little AM sitting 50, even 100, miles from you, operating sunrise to sunset at the high end of the dial, making money, that would love to have your low frequency AM channel. I say, put up or shut up.—*Douglas M. (Art) Sutton Jr.,* WMGA(AM) *Moultrie and* WGFS(AM) *Covington, Ga.*

Question of taste

EDITOR: The incongruities of network television continue to amaze me in spite of 30 years of involvement in television sales. In the past three months CBS has decided to reject a Kentucky Fried Chicken commercial because it demeaned the character of Ronald McDonald and accept a Reebok ad that implies someone's death.

Certainly Reebok and its agency should be severely reprimanded for ever producing such a reprehensible spot, but is CBS that desperate for business that it would run it (with all kinds of warnings) and then reject a spot that just might offend one of the network's biggest customers?

Maybe there's nothing incongruous about this at all.—*Roger Goldhamer,* KOAT-TV *Albuquerque, N.M.*

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show on the Fox television network. Thurston would say only that the latter was not true. "Those are two separate discussions," he said. The program has been renewed by the Fox network for the 1990-91 season. Thurston also noted that the deal in New York did not rule out Fox-owned stations in other markets from winning the show in syndication.

So far, CPT has solicited bids in three markets: New York, Chicago and San Francisco. The program is of particular interest to Fox affiliates around the country. *Married* is credited by many for putting Fox on the map in prime time. The comedy, about the misadventures of shoe salesman Al Bundy and his off-beat family, anchors Fox's Sunday night lineup and has frequently ended up among the top 20 network programs this season.

In Chicago, where CPT has set a minimum price of $63,000 per week for the show, it is clear that Fox-owned WFLD(TV) has an interest in acquiring the show. And sources there also said WPWR-TV Gary, Ind., was in the running. No word at deadline on interest in the show by Tribune's WGN-TV.

Deals for the show in both Chicago and San Francisco are expected as early as this week. In San Francisco, the minimum price set by CPT is said to be between $65,000 and $70,000. Fox affiliate KTVU(TV) Oakland, Calif., is said to be interested in the show. However, sources said the station was balking at the asking price.

In a related development, CPT would neither confirm nor deny a *Los Angeles Times* report that *Married* co-executive producers Ron Leavitt and Michael Moye were mulling a contract renewal offer of $32 million over three years, including a percentage of the profits CPT generates for the show in syndication. The *Times* story said the deal, if accepted, would be the largest studio deal for a television comedy team in history. **-SM**

State of the Network Economy

The ABC, CBS and NBC television networks reported strong revenue gains for first-quarter 1990 over the first quarter of last year in what was largely an "apples to apples" comparison. Among the noteworthy results was the small increase that daytime managed to show, despite a ratings decline that forced the networks to provide makegoods. Overall, three-network net revenue increased 8.8%, to $1.9 billion. The numbers were provided by the Broadcast Cable Financial Management Association, based on unaudited network submissions to Arthur Young & Co.

Sports revenue was up 22%, to $373.5 million, apparently helped by strong price increases for CBS's NBA telecasts. The network also had two additional NCAA semifinal games that took place in the first quarter. Early morning sales showed a 14% increase, which one network executive attributed to advertisers "finding" shows before 7 a.m.; a strong percentage increase was also reported for children's programing. News revenue increased 8.5%; however, much, if not all, of the increase was due to the addition of *Prime Time Live* on ABC and *Saturday Night with Connie Chung* on CBS.

Prime time was up 6.4% to just over $1 billion. The only daypart showing a decrease was late night. Ratings for the now-canceled *Pat Sajak Show* were down from the first quarter of 1989, and the show had also been cut back half an hour last October.

First quarter television network revenue: 1990 vs. 1989

(Add 000)

	Prime Time	*Late Night*	*A.M.*	*Daytime*	*Children*	*Sports*	*News*	*Total*
Revenue from client-supplied programing								
First quarter '89	$9,433	$0	$0	$500	$0	$3,652	$0	$13,585
First quarter '90	6,702	0	0	0	0	618	0	7,320
% change	-28.95	NA	NA	-100	NA	-83.08	NA	-46.12
All other gross revenue from time sales								
First quarter '89	1,100,363	93,307	54,049	237,675	23,681	356,252	185,719	2,051,026*
First quarter '90	1,173,584	88,692	61,495	247,126	27,974	438,651	201,460	2,238,982*
% change	6.66	-4.95	13.78	3.98	18.23	23.13	8.48	9.16
Total gross revenue from time sales								
First quarter '89	1,109,796	93,307	54,049	238,175	23,681	359,904	185,719	2,064,611
First quarter '90	1,180,286	88,692	61,495	247,126	27,974	439,269	201,460	2,246,302
% change	6.35	-4.95	13.78	3.76	18.23	22.05	8.48	8.80
Less advertising agency commissions								
First quarter '89	166,469	13,996	8,107	35,662	3,549	53,652	27,859	309,294
First quarter '90	177,043	13,304	9,224	37,069	4,196	65,811	30,220	336,867
% change	6.35	-4.94	13.78	3.95	18.23	22.66	8.47	8.91
Total net revenue from time sales								
First quarter '89	943,327	79,311	45,942	202,513	20,112	306,252	157,860	1,755,317
First quarter '90	1,003,243	75,388	52,271	210,057	23,778	373,458	171,240	1,909,435**
% change	6.35	-4.95	13.78	3.73	18.23	21.94	8.48	8.78

*Does not include color insertion revenue.

**Includes no political parties/candidates revenue for 1990 first quarter.

No global warming of media stocks

Japan and France friendlier; financial leverage knows no borders

Media stocks worldwide have recently shared some opportunities and problems while being linked to the fortunes of their native stock markets. In English-lanuguage countries, such as the UK, Canada and Australia, most media stocks—broadcasting or cable—share the same disrepute among investors as their U.S. counterparts. Meanwhile, the prices of media stocks in Japan and France have, in general, soared over the past year. But language has nothing to do with the outcome; rather, there is a common theme running through the English-language countries of economic slowdowns and the effect of high debt matched by high interest rates and reduced credit.

In Canada for instance, cable MSO's Groupe Videotron and Rogers have been off in the past six months by almost as much—excluding the market's effect—as MSO stocks in the U.S. (see chart, right). The comparison suggests the interesting possibility that most of the recent fall-off in U.S.-based MSO stocks is due to financial considerations, not to potential reregulation or the near-term competition from direct broadcast satellites. Both Rogers and Groupe Videotron have little exposure to either of the latter two problems.

Concerns about "leverage" and exposure to high interest rates has also been at the root of the decimation of Australian media stock prices. All three TV networks were sold in recent years and subsequently their new parent companies—Northern Star, Bond Media and Qintex—have all suffered from debt. Shares of the last are said to be not trading. New Zealand's TV3 has also run into credit problems while the leverage of News Corp. is one of the concerns affecting that stock.

England provides the interesting example of a case where deregulation has some negative financial consequences. In the UK, one reason for the Independent Television (ITV) stocks being down, relative to the market, is their impending loss of government franchises in 1992, said Karen Firestone, manager of Fidelity's select leisure fund. But Firestone said the outcome is uncertain because the experience of those same companies may give them an edge in bidding for new licenses. That edge also may make the ITV companies acquisition targets.

One ITV company that has already benefited from takeover speculation is Thames, said Jessica Reif, a securities analyst with First Boston. That speculation is spurred by the fact that Thames's two largest shareholders, BET Plc. and Thorn EMI Plc., have each announced their intention to sell their 28% stakes—which they had to keep until 1989.

Reif

McDonald

Outperforming the *Financial Times* index for a different reason is TV AM. Reif said the company has a new "bottom-line oriented" management. She also said that when the UK replaces profits as the determinant of taxes paid by broadcasters—it will complete the change to a revenue-based system by 1993—TV AM's higher profit margins will actually improve the company's tax situation in contrast to other ITV companies.

Management is also behind the stellar performance of Havas, up 84% over the past year. Rich McDonald, of McDonald, Grippo & Riely, cited the company's diversification: "It also has no debt, is growing

	Stock price on May 1 '90	*Percent change from Nov. 1 '89*	*Percent change from May 1 '89*
Australia (Australian $):			
Bond Media	0.11	-54	-67
News Corp.	9.74	-23	-22
Northern Star	0.9	-78	-93
Australia all ordinaries index	1,463	-11	-2
Canada (U.S. $):			
Chum Ltd.	17.166	-23	11
Rogers B	6.759	-43	-38
Groupe Videotron *	10.5	-43	-39
Toronto composite index	3,340	-15	-7
England (pence):			
Anglia	222	-5	-18
Carlton	487	-37	-42
Central Television	683	4	-10
Select TV	11.5	-8	-34
Thames (international)	524	11	17
TV AM	185	1	-11
TV South Entertainment	106	-46	-68
Yorkshire	234	-5	-21
FT 30-share index	1,678	-3	-3
France (francs):			
Canal Plus	885	23	23
Expand	630	65	87
General des Eaux	2,570	28	54
Havas	1,622	36	84
TF 1	339	11	-17
Paris CAC general index	547	6	17
Hong Kong (Hong Kong $):			
Tele Broadcast	7.85	4	-31
Japan (yen):			
Asahi Broadcasting	32,000	7	109
Chubu Nippon Broadcasting	3,200	-3	123
Nippon Television	29,300	-1	44
RKB Mainichi Broadcasting	2,040	-4	79
Tokyo Broadcasting	2,640	-12	7
Nikkei Average index	30,174	-18	-13
New Zealand (New Zealand $):			
TV3	0.63	-60 **	NM
Sweden (Kroner):			
Esselte B	204	2	-6
U.S. (U.S. $):			
Capital Cities/ABC	559.5	4	34
Tele-Communications Inc.	12.875	-30	-63
Viacom	45.5	-23	-9
S&P 500	334.5	-2	9

**Canadian dollars. **Stock of TV3 began trading on Feb. 12 of this year.*
Most foreign stock prices courtesy of Morgan Stanley & Co. Certain prices may be for day near May 1 due to exchange closings abroad.

fast and has management as good as Capital Cities/ABC."

Another French stock that has performed even better, Expand, is benefiting from programing quotas, which "are most strictly enforced in France," said Reif.

Japanese broadcasting stocks have recently benefited from a variety of factors, only some of which relate to broadcasting. Kenji Kitatani, senior vice president and general counsel of Tokyo Broadcasting Systems International, said that companies such as Asahi Broadcasting, Chubu Nippon Broadcasting and RKB Mainichi Broadcasting have real estate holdings that have appreciated in value.

Chubu Nippon and RKB Mainichi also benefit from their ties to local newspaper groups. RKB Mainichi, said Kitatani, is the oldest radio-TV combination on the southern island: "It is very well established ...like a KDKA-AM-TV in Pittsburgh."

The advertising market in Japan has been very strong, benefiting Tokyo Broadcasting's own stock, but looming deregulation of the satellite-to-home program services threatens the outlook for the country's existing TV networks. **-GF**

NABET says no to NBC

The National Association of Broadcast Employes & Technicians (NABET) rejected NBC's final offer for a new master agreement, 1,601-354. NBC and NABET have tentatively agreed to meet this Wednesday, May 16, in New York at the Federal Mediation Conciliation Services Offices. NABET had said as early as two months ago that it would reject NBC's offer (BROADCASTING, April 2). NABET spokesperson John Krieger said that the "result clearly and emphatically speaks for itself. It indicates the great displeasure of the membership.... NABET members recognized the job-threatening and devastating impact of many of the proposals contained in the package and were not swayed the least bit by the company's letter-writing campaign aimed at circumventing and undermining the negotiating committee's recommendation for rejection."

NBC said it is "disappointed" that NABET chose not to ratify the contract. NBC reiterated that this is its final offer, saying that "nothing has changed, nor will it." Sticking points between NBC and NABET include job security and an NBC proposal that would allow non-NABET members to perform work now done by NABET members. Another disagreement may arise about which benefits plan the union accepts. NABET is currently under the old RCA plan and, according to Krieger, there are some problems with the General Electric plan with regard to health and retirement options.

In 1987, NABET called a 17-week strike from June 29 to Oct. 24. That strike began almost three months after the contract had expired and focused on temporary hires, technical jurisdictions and contract length, which the union wanted set at three years rather than NBC's proposed two years.

Looking back at that strike, NBC said: "When we reached this juncture three years ago, NABET leaders chose not to believe us when we told them our final offer was indeed our final offer. The result was an unfortunate 17-week strike which ultimately resulted in virtually no changes from our original final offer."

NABET's 16 bargaining units are in New York, Chicago, Cleveland, Denver, Los Angeles, Miami and Washington. No strike vote has been taken yet. □

Bottom■Line

Katz completion. Senior management of New York-based Katz Communications has completed buyout of company's Employee Stock Ownership Plan ("In Brief," Feb. 12). Employe 401K plan has been established, to be administered by Marine Midland Bank.

□

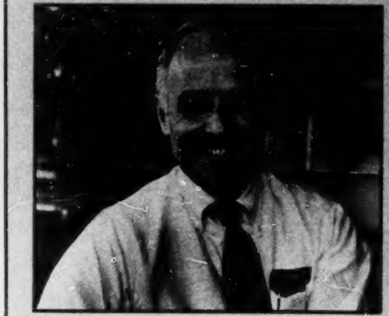
HUT questions. A.C. Nielsen held meeting last week with approximately 300 customers, including buyers, sellers, and network executives, to address changes that have occurred in television viewing since January (BROADCASTING, April 30). According to Nielsen spokesperson, discussion focused specifically on evident declines in network prime time and daytime viewing between 1989 and 1990. For example, there was 1% decline in prime time HUT level between January 1989 and January 1990; 2.1% in February and in March, and 2.0% in April. For daytime, HUT level decline was 1.4% between January 1989 and 1990; 8.1% in February, and 7.1% in March, while HUT was up 2% in April. Nielsen said hardware and software changes of past year were not responsible for fluctuations in numbers, and that investigation of reasons for decline will remain "top priority."

□

Freedom trust. Voting trust has been set up consisting of two-thirds of stock in group owner and publisher Freedom Newspapers. Shares in trust, which does not include one-third stake held by "dissident" family member, Harry Hoiles, will not be sold to outsiders for five years and will be voted by voting committee.

□

Act III said it had been retained by Backe Communications to manage WDKY(TV), Fox affiliate serving Lexington, Ky.



Munro leaves TW. J. Richard Munro, co-chairman and co-CEO of Time Warner, made official what had been announced earlier at last week's TW shareholder meeting in New York. He is stepping down from his current positions and TW President Nicholas J. Nicholas Jr. is stepping in. Also noteworthy at TW's first shareholder gathering was the stockholders' rejection of the "poison pill" proposal, which would have secured their rights to vote on hostile takeovers. Management had opposed the proposal.

Reps stress localism, predict changes for TV

The only way for a television station to stand out as "unique" is for it to have a local identity in its market, according to John Von Soosten, vice president, director of programing, Katz Television Group.

Speaking at a New York Television Academy luncheon, along with Jack Fentress, vice president, director of programing, Petry National Television, Von Soosten stressed the importance of "localism," or local programing on local stations. Citing numbers from the February ratings books, Von Soosten said that for the top 100 markets, the station that was number one in local news was also number one from sign-on to sign-off 83% of the time.

Both reps also discussed the "astronomical" cost of shows currently entering the syndication marketplace, specifically citing the asking prices for *Married...With Children* (see "Top of the Week"). Fentress also expressed his belief that 50% of the stations airing *The Cosby Show* "are running it in the red."

The two offered some predictions for the future: Fentress said that he expects to see HDTV on cable television and he also predicted that within the next decade there will exist a network not seen over the air, and that within the next few years a "major" affiliate will "flip to Fox."

Von Soosten expects to see greater equalization of independent and affiliate stations. Fox affiliates will get stronger, he said, while weaker affiliates will find other alternatives. The business is getting tougher, he said, and "without sounding self-serving," he expects reps to play even stronger roles in the future. □

C1750-1

The Fifth Estate

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Broadcasting May 21

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SOLD FOR FALL

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Dingell weighs into cable reregulation

Tiering: Second time around for cable

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Broadcasting May 21

Vol. 118 No. 21

27/ *Dingell joins cable debate*

Cable industry gets good news when House Commerce Committee Chairman John Dingell presents draft bill that appears to be far more moderate than anything under consideration in Senate.

30/ *Upfront preview*

Nielsen's peoplemeter numbers are just one of many factors expected to play major part in upfront buying market, due to start in few weeks.

35/ *Cable MSO's: Dividing to conquer*

Most MSO's plan to offer some form of tiering, mainly lower cost broadcast packages, in reaction to reregulation talk in Washington. Also in this Special Report: Is interdiction key to tiering's future? (**PAGE 42**); U.S. interests are heavily represented in British cable franchise opportunities (**PAGE 44**); regional sports network, SportSouth Network, is ready to launch Aug. 29 (**PAGE 45**).

28/ *FIGHT FOR CABLE*

For past six months, NCTA President Jim Mooney has been leading battle on two fronts: Congress and telephone companies. "But in the end," he says, "the only thing that counts is when some rule or some new law is actually put into effect."

32/ *ABC RADIO REALIGNMENT*

Capital Cities/ABC realigns marketing structure of ABC Radio Networks, effective January 1991, cutting number of its networks from seven to five and narrowing its focus to 25-54 and 18-34 listeners.

33/ *PRIME TIME GAMES*

ABC signs deal with King World and Merv Griffin Enterprises for prime time block of game shows—revived *Monopoly* and new *Super Jeopardy!*.

50/ *NEW TOMORROW FOR 'TODAY'*

NBC's *Today* show undergoes some alterations, both behind and before camera.

54/ *'TINY TOONS' FOR ADULTS*

Warner Bros. Domestic Television Distribution to market *Tiny Toon Adventures* to adults in weekend early fringe and access.

54/ *'CANDID CAMERA' RETURNS*

Candid Camera is set to return to TV as daily syndicated series in fall 1991.

55/ *MORE 'BANDSTAND'*

'American Bandstand'

In midst of nation's appetite for nostalgia, dick clark productions plans return of *American Bandstand*.

60/ *FM REQUEST*

Broadcasting group led by NAB asks FCC to revisit short spacing of FM stations.

61/ *SEASONAL BUDGETS*

Radio stations in seasonal markets depend on good weather conditions to boost their budgets.

68/ *K PRIME CHOOSES B-MAC*

K Prime says it will use Scientific-Atlanta's B-MAC satellite transmission and encryption system to scramble its proposed DBS service.

70/ *GILLETT RESTRUCTURING TALKS*

George Gillett begins restructuring talks with major bondholders of Gillett Holdings Inc.

95/ *OUTGOING CHAIRMAN*

Although NewHouse Broadcasting's Robert Miron steps down as National Cable Television Association chairman this week, he won't be leaving scene. Rather, he'll continue lending his expertise to advancing industry.

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BY THE NUMBERS 1

CBS chalked up its first outright win of a prime time ratings week in almost two years last week (ending May 13).

It won with an 11.7/20, followed by NBC's 11.5/20 and ABC's 11/19. CBS's last outright win was for the week ending June 19, 1988. It tied for first once in 1989, the week of Dec. 12, when it aired the mini-series *Lonesome Dove*.

CBS finished first on two nights, Monday and Sunday, and second on three nights, Wednesday, Thursday and Friday. The network said that on Monday nights, anchored by a two-hour comedy block, it has won six out of the last seven weeks.

While the network finished last on Tuesday, it said that "Beverly Hills Cop II," from 9 to 11 p.m., was the highest rated CBS Tuesday movie since Feb. 21, 1989. On Wednesday, ***Jake and the Fatman***, coupled with a best of ***Designing Women*** special, won 9-11. At 8, an hour-long special, ***Happy Birthday Bugs: 50 Looney Years***, scored a 9.4/16, almost 50% higher than what the network

"By the Numbers" continues on page 14.

RATINGS ROUNDUP

Week 33 □ May 7—May 13

Rank/rating		□ Network □ Show
[illegible]	▲	12.6/20 C *Jake and the Fatman*
[illegible]	▼	12.3/20 N *Night Court*
[illegible]	▲	12.1/20 C *Newhart*
[illegible]	▼	12.0/24 A *Full House*
[illegible]	▼	12.0/20 C *Murder, She Wrote*
[illegible]	▲	11.7/20 N *Down Home*
[illegible]	▼	11.6/19 A *Doogie Howser, M.D.*
[illegible]	▲	11.5/19 A *Twin Peaks*
[illegible]	▼	11.4/19 N *Dear John*
[illegible]	▲	11.4/21 C *Major Dad*
[illegible]	▼	11.3/19 A *Head of the Class*
[illegible]		11.2/20 N *Shannon's Deal Spec.*
[illegible]		11.0/18 A *Movie: Ruthless People*
[illegible]	▼	11.0/23 A *Growing Pains*
[illegible]	▲	11.0/19 N *Quantum Leap*
[illegible]	▲	10.9/20 C *Bagdad Cafe*
[illegible]		10.8/20 C *Candid Camera Spec.*
[illegible]	▼	10.5/20 A *Family Matters*
[illegible]	▲	10.3/18 C *48 Hours*
[illegible]		10.0/20 N *Amen*
[illegible]	▼	10.0/16 A *Just the 10 of Us*
[illegible]	▼	10.0/17 C *Rescue: 911*
[illegible]	▼	9.8/18 A *Perfect Strangers*
[illegible]	▲	9.8/17 N *Shannon's Deal*
[illegible]		9.7/18 A *Brewster Place*
[illegible]		9.7/17 A *[illegible] Spec.*
[illegible]	▼	9.6/18 A *Equal Justice*
[illegible]		9.4/16 C *50th Birthday Bugs*
[illegible]	▼	9.4/16 N *Sunday Movie: People, Pt.1*
[illegible]	▲	9.3/15 C *Falcon Crest*
[illegible]	▲	9.1/16 N *Working Girl*
[illegible]		[illegible] A *Movie Spec.: Octopussy*
[illegible]		[illegible] *Hogan Family*
[illegible]		[illegible] N *Nasty Boys*
[illegible]		8.8/16 N *Hardball*
[illegible]	▼	8.8/15 A *thirtysomething*
[illegible]	▲	8.7/17 C *Small Talk*
[illegible]	▼	[illegible] A *Primetime Live*
[illegible]	▼	8.6/16 A *Father Dowling*
[illegible]	▼	8.5/15 C *Sugar & Spice*
[illegible]	▼	8.4/14 F *Open House*
[illegible]	▼	8.0/16 N *13 East*
[illegible]		7.9/13 F *America's Most Wanted*
[illegible]	▼	7.8/14 N *Mancuso, FBI*
[illegible]	▲	7.3/16 F *Totally Hidden Video*
[illegible]	▼	7.2/15 C *Paradise*
[illegible]		7.2/14 C *Sat. with C. Chung*
[illegible]	▼	7.0/15 F *In Living Color*
[illegible]	▼	6.6/16 F *Cops*
[illegible]		[illegible] N *[illegible] TV*
[illegible]		6.3/13 A *Life Goes On*
[illegible]		5.9/10 N *Story Behind the Story*
[illegible]	▼	5.5/9 F *Alien Nation*
[illegible]	▲	5.1/9 F *Booker*
[illegible]		4.7/8 F *21 Jump Street*
[illegible]	▼	4.6/10 A *Elvis*
[illegible]	▲	4.1/9 F *[illegible]*
[illegible]	▼	3.7/7 C *Famous Teddy Z*
[illegible]	▲	3.7/7 F *Tracey Ullman*
[illegible]		3.3/6 C *Cop [illegible]*

FREEZE FRAMES: Syndication Scorecard

Week ended May 6

Rank	Program (Syndicator)	Rtg	Stns	Covg
1	[illegible]	13.1	233	99
2	[illegible]	11.9	221	99
3	[illegible]	10.2	235	98
4	[illegible]	8.3	181	97
5	[illegible]	8.2	204	98
5	[illegible]	8.2	217	99
7	[illegible]	7.8	195	97
7	[illegible]	7.8	209	92
9	[illegible]	7.3	179	93
10	[illegible]	5.7	230	99
11	Star Search (TPE)	5.3	172	97
12	[illegible]	5.0	194	99
13	[illegible]	4.8	178	96
13	[illegible]	4.8	184	93
15	[illegible]	4.7	137	88
15	Hard Copy (Paramount)	4.7	162	92

The following shows were rated, but not ranked

Program (Syndicator)	Rtg	Stns	Covg
Wrestling Network	6.5	175	93
World Wrestling Federation (WWF)	8.8	251	97

Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research

BY THE NUMBERS 2

Summary of Broadcasting & Cable

BROADCASTING			
SERVICE	ON AIR	CP's[1]	TOTAL *
Commercial AM	[illegible]	[illegible]	[illegible]
Commercial FM	[illegible]	[illegible]	[illegible]
Educational FM	[illegible]	[illegible]	[illegible]
Total Radio	[illegible]	[illegible]	[illegible]
Commercial VHF TV	[illegible]	[illegible]	[illegible]
Commercial UHF TV	[illegible]	[illegible]	[illegible]
Educational VHF TV	[illegible]	[illegible]	[illegible]
Educational UHF TV	[illegible]	[illegible]	[illegible]
Total TV	[illegible]	[illegible]	[illegible]
VHF LPTV	[illegible]	[illegible]	[illegible]
UHF LPTV	[illegible]	[illegible]	[illegible]
Total LPTV	[illegible]	[illegible]	[illegible]
FM translators	[illegible]	[illegible]	[illegible]
VHF translators	[illegible]	[illegible]	[illegible]
UHF translators	[illegible]	[illegible]	[illegible]

CABLE †	
Total subscribers	[illegible]
Homes passed	[illegible]
Total systems	[illegible]
Household penetration	[illegible]
Pay cable penetration	[illegible]

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

"By the Numbers" continues from page 12.

was averaging with midseason comedies in the time period.

CBS managed to win the week with only one regularly scheduled series placing among the top 20 for the week—*Knots Landing*, which finished 18th. Sunday movie *Shattered Dreams* was the network's highest rated program of the week; it finished seventh. The network also had two news shows in the top 20, *60 Minutes*, in 13th place, and a Connie Chung special, *Face to Face*, in 20th.

Focus On Finance

Some media stocks were able to piggyback on 3% gain of industrial average last week, but few reached new highs and most were still below month-ago prices. One stock hitting 52-week high was Financial News Network (FNNI), which climbed 17% on Tuesday, and closed Wednesday at 8⅞, up 20% for week. Several reasons were suggested for increase, including third-quarter financial results showing doubling of revenue, to $25 million, and earnings per share, to 10 cents. Company held analysts meeting prior week and indicated intention to sell half-interest in The Learning Channel. Rumors also spread last week suggesting stake in FFNI was being accumulated by King World Productions. Viacom released first-quarter results and gained 7% for week, to 48½. Tribune was up, perhaps because as net producer of newsprint, it stands alone among major newspaper publishers to gain from pending June 1 newsprint price increase. Multimedia continued to edge up last week, perhaps due to rumors suggesting company might announce capitalization, including special dividend, before 16% debentures are due to become cash paying on July 1. Gannett was up 5%, to 38⅝. Gannett Foundation announced last week it has selected Salomon Brothers to sell its 10% interest in company.

Stock Index Notes: T-Toronto, A-American, N-NYSE, O-NASDAQ. Bid prices and common A stock used unless otherwise noted. P/E ratios are based on earnings per share for the previous 12 months as published by Standard & Poor's or as obtained by Broadcasting's own research.

STOCK INDEX 1

STOCK INDEX 2

[redacted]

ways radio salespeople can accentuate radio's strengths in a media mix with other media, especially newspapers." Kansas City. Information: (212) 254-4800.

July 26—*USA Network* local ad sales/marketing seminar. Marriott Research Triangle Park, Morrisville, N.C. Information: Tracey Muhlfeld, (212) 408-9170.

July 26-28—*Louisiana Association of Broadcasters* radio and television management session. Hyatt Regency, New Orleans. Information: (504) 383-7486.

July 27-29—*Radio Advertising Bureau* sales university, designed for salespeople with fewer than two years' sales experience. Milwaukee. Information: (212) 254-4800.

July 28—"The Drought and the Rest of Our Environment," seminar sponsored by *Associated Press Television-Radio Association of California-Nevada*. KEYT-TV Santa Barbara, Calif. Information: Rachel Ambrose, (213) 746-1200.

July 29-Aug. 1—*New England Cable Television Association* annual convention and exhibition. Newport Marriott and Sheraton Islander hotels, Newport, R.I. Information: (617) 843-3418.

August

■ **Aug. 1-3**—*Michigan Cable Television Association* annual summer meeting. Grand Traverse Resort, Traverse City, Mich. Information: (517) 482-2622.

Aug. 1-5—*National Association of Black Journalists* 15th annual convention. Theme: "Words and Images: Challenges for the Future." Century Plaza hotel, Los Angeles. Information: (703) 648-1270.

Aug. 2-4—*Michigan Association of Broadcasters* annual convention and awards banquet. Shanty Creek, Bellaire, Mich. Information: (517) 484-7444.

Aug. 11-14—*Georgia Association of Broadcasters* annual convention. Jekyll Island, Ga. Information: (404) 993-2200.

Aug. 12-14—*North Carolina CATV Association* and *South Carolina Cable Association* joint annual meeting. Radisson Resort, Myrtle Beach, S.C. Information: (919) 821-4711.

Aug. 12-14—*Arkansas Broadcasters Association* annual convention. Hot Springs Park Hilton, Hot Springs, Ark.

■ **Aug. 15**—Deadline for nominations for Women at Work broadcast awards for news and entertainment programs about working women that encourage greater recognition of women workers through accurate portrayals of their lives, sponsored by *National Commission on Working Women*. Information: (202) 737-5764.

Aug. 16—*Radio Advertising Bureau* regional sales training workshop, "dramatizing radio's competitive advantages against other media, and ways radio salespeople can accentuate radio's strengths in a media mix with other media, especially newspapers." Portland, Ore. Information: (212) 254-4800.

Aug. 17-19—*Radio Advertising Bureau* sales university, designed for salespeople with fewer than two years' sales experience. San Diego. Information: (212) 254-4800.

Aug. 23-25—*West Virginia Broadcasters Association* 44th annual fall meeting. Greenbrier, White Sulphur Springs, W.Va.

Aug. 26-28—*Nebraska Broadcasters Association* annual convention. Holiday Inn, North Platte, Neb. Information: (402) 333-3034.

Aug. 26-31—"Ethics in Broadcast News," seminar sponsored by *Poynter Institute for Media Studies*. Poynter Institute, St. Petersburg, Fla. Information: (813) 821-9494.

"Datebook" continues on page 82.

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Broadcasting □ Cable Yearbook

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The Fifth Estate
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Broadcasting May 28

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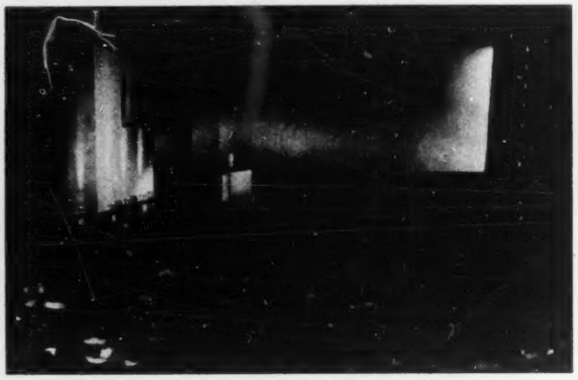
Broadcasting May 28 Vol. 118 No. 22

27/ *Cable sets national agenda in Atlanta*

National Cable Television Association holds its annual meeting in Atlanta under banner "Vision for the '90's: The National Agenda." Wall Street smiles on industry, and FCC commissioners distance themselves from tougher cable regulation stance of Chairman Sikes (**PAGE 27**). Cable executives agree that attention to customer service and technological improvements will help industry grow (**PAGE 35**). TCI President John Malone says he would accept limited federal cable regulation if it does not violate constitutional rights of cable operators (**PAGE 36**). HA! picks up affiliates and The Comedy Channel concentrates on programing at convention exhibit (**PAGE 38**). Christian Science Monitor introduces its latest foray into cable—The Monitor Channel (**PAGE 40**). Basic cable networks emphasize local programing (**PAGE 41**).



32/ *Sweeps squeaker*

NBC tops CBS by a touch in tightest sweeps race in years.

33/ *CAPITAL NEWS*

Fifth Estate prepares to cover U.S.-Soviet summit in Washington.

34/ *CBS GRABS BASKETBALL*

CBS signs up ACC for $1.9 million, one-year rights deal and extends exclusive Big East deal through 1995 to tune of $20 million.

46/ *COMSAT SIGNS BURNS*

Bryan Burns leaves Major League Baseball for Comsat Video Enterprises, TV distribution division of Communications Satellite Corp.

50/ *ABC, NBC FALL SCHEDULES*

Two networks unveil next fall's prime time hopefuls. NBC heavies up on sitcoms; ABC gets credit for taking some risks.

NBC's 'Hull Street High'

56/ *'PARTY' WINDING DOWN?*

Disappointing numbers for NBC-Group W's 'House Party' leaves future of show in doubt.

58/ *WHO GETS WHAT IN THE FIFTH ESTATE*

BROADCASTING surveys salaries of some of the top executives in the Fifth Estate.

60/ *CHANGES AT RADIO NETWORKS*

Four radio networks restructure their respective sales efforts to help carve out greater piece of advertising pie and compete with other broadcast media.

66/ *'INFOMERCIAL' STANDARDS*

During congressional hearing on program-length commercials, FTC says it is taking action against some of more questionable ones; some call for on-screen labeling of them as paid ads, others say there should be industry-wide standards to protect consumers.

66/ *ENCOURAGING WORD*

Chief Justice Rehnquist gives tacit approval to Representative Kastenmeier's effort to open federal courts to cameras and microphones.

68/ *'NIGHTLINE,' 'MACNEIL/LEHRER' ON SPOT*

Watchdog group, Fairness and Accuracy in Reporting, criticizes both shows mainly for their predominantly white male conservative guest lists.

87/ *HOOKED ON RADIO*

Lynn Christian, NAB's senior vice president, radio, is an enthusiastic and energetic supporter of the medium.

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BY THE NUMBERS 1

While NBC won the week in prime time (ending May 20), the season finale of ABC's *America's Funniest Home Videos* took the top spot in the program rankings for the week, with a 24.5/40 on Sunday at 8:30 p.m.

ABC won Tuesday, Friday and Sunday nights, but fell two-tenths of a rating point shy of NBC in the weekly totals: NBC, 11.7/21; ABC, 11.5/20, and CBS, 11.2/20.

But among adults 18-49, ABC was first. With women 18-49, ABC averaged an 8.6 rating, followed by NBC and CBS, which tied with a 7. With men 18-49, ABC was first with an average 5.9, while the other two networks were tied with a 5.2.

In the evening news race, ABC was first with a 9.6/20 household rating, followed by CBS, 8.5/18, and NBC, 8.3/18.

On Fox, the hit show *The Simpsons* was off its typical mid-teens rating mark, dropping to an 11.3/17 on Sunday (May 20) at 8:30, which easily beat an NBC News special, but finished well behind CBS's *Murder, She Wrote*, and *Videos* on

RATINGS ROUNDUP

Week 34 □ May 14–May 20

Rank/rating □			Network □	Show
1		25.2/40	A	*Amer. Funniest Videos*
2	▲	18.9/31	N	*Cheers*
3	▼	17.7/28		*Roseanne*
4	▲	17.4/31	N	*Cosby*
5	▲	17.1/29	N	*A Different World*
6	▲	16.8/27	C	*Murphy Brown*
7	▲	16.7/26	C	*Designing Women*
8	▲	16.5/27	N	*Sunday Movie: Perry Mason*
9	▲	16.0/27	N	*L.A. Law*
10	▲	15.8/31	C	*60 Minutes*
11	▲	15.6/25	N	*Wings*
12	▲	15.4/27	N	*Unsolved Mysteries*
13	▲	14.7/24	A	*Sunday Movie: Trudy Case*
13	▲	14.7/25	C	*Knots Landing*
15	▼	14.6/24	N	*Golden Girls*
16		14.3/24	A	*Growing Pains Spec.*
17	▲	14.1/22	C	*Murder, She Wrote*
17	▲	14.1/23	N	*Night Court*
17		[illegible].1/25	A	*Wonder Years Spec.*
20	▲	14.0/25	A	*Movie: Columbo*
21	▲	13.9/24	C	*Rescue: 911*
22		13.8/22	A	*Coach*
23	▲	13.7/24	C	*Newhart*
24	▲	13.6/25	C	*Major Dad*
25	▲	13.1/22	A	*Doogie Howser, M.D.*
26	▲	13.0/22	N	*Dear John*
27	▼	12.9/20	F	*Married...With Children*
28		12.8/25	N	*Bob Hope: USO*
29		12.7/22	C	*Face to Face w/ C. Chung*
30	▼	12.6/22	A	*Who's the Boss?*
31		12.4/21	A	*Doogie Howser, M.D. Spec.*
32	▲	12.0/20	C	*Movie: Throw Momma*
33	▲	11.9/26	A	*Full House*
33		11.9/20	N	*Midnight Caller*
35		11.8/22	C	*Friday Movie: Green Acres*
36	▼	11.6/19	C	*Sunday Movie: Best Interests*
37	▼	11.3/17	F	*Simpsons*
38	▼	10.9/17	N	*Heat of the Night*
38	▲	10.9/19	A	*thirtysomething*
40	▲	10.6/21	A	*Family Matters*
40	▼	10.6/17	A	*Twin Peaks*
42		10.5/1[illegible]	N	*Movie: People, Pt.2*
43		10.4/19	A	*Young Riders Spec.*
44	▲	10.3/19	A	*Equal Justice*
45	▲	10.2/19	A	*Perfect Strangers*
46	▲	10.1/17	A	*Brewster Place*
46	▲	10.1/18	C	*48 Hours*
46	▼	10.1/19	A	*20/20*
49		10.0/20	N	*Unsolved Mysteries Spec.*
50	▲	9.9/18	N	*Hardball*
51	▼	9.7/17	N	*Matlock*
52		9.5/17	C	*Movie Spec.: [illegible]*
52	▼	9.5/17	A	*Just the 10 of Us*
54	▲	9.5/18	N	*Nasty Boys*
55	▲	9.3/15	C	*Falcon Crest*
56	▼	9.2/16	C	*Jake and the Fatman*
57	▲	8.4/14	A	*Primetime Live*
57		8.4/16	N	*Shannon's Deal Spec.*
59	▲	8.2/14	A	*Father Dowling*
60		8.0/16	A	*Movie Spec.: Ryan White*
61	▼	7.8/16	N	*Amen*
62		7.7/17	F	*Cops/New Orleans*
62		7.7/15	N	*Super Bloopers*
64	▲	7.4/12	F	*Open House*
65	▲	7.2/14	C	*Sat. with C. Chung*
66		7.0/14	C	*Garfield Spec.*
66	▲	7.0/15	C	*Paradise*
68		6.9/13	F	*Totally Hidden Video*
69	▲	6.8/11	F	*America's Most Wanted*
70	▲	6.7/16	N	*13 East*
71	▼	6.5/13	C	*Small Talk*
71	▼	6.5/11	N	*Working Girl*
73	▲	6.4/12	A	*Life Goes On*
74	▲	6.2/12	F	*In Living Color*
75		5.8/11	C	*Tour Of Duty*
76		[illegible].7/8	N	*News Spec.: Exposé*
77		[illegible]	N	*Rock the House*
78	▲	[illegible]	F	*21 Jump Street*
79	▲	[illegible]	F	*Alien Nation*
80		4.5/[illegible]	F	*Movie: Wall Street*
81		[illegible]	A	*Head of the Class Spec.*
82	▲	4.2/8	F	*Tracey Ullman*
83	▲	4.1/8	F	*Booker*
84	▲	[illegible]	A	*Elvis*

Guide to symbols [illegible]

Source: Nielsen Media Research

FREEZE FRAMES: Syndication Scorecard*

Week ended May 13

Rank	Program Syndicator	Rtg	Stns	Covg
1	Wheel of Fortune, synd. (King World)	12.6	232	98
2	Jeopardy! (King World)	11.5	221	99
3	Star Trek: Next Generation (Paramount)	9.8	235	98
4	Oprah Winfrey (King World)	9.3	217	99
5	Wheel of Fortune, wknd. (King World)	8.1	209	92
6	Current Affair (20th Century Fox TV)	8.0	195	97
7	Entertainment Tonight (Paramount)	8.0	180	97
8	Cosby Show (Viacom)	7.9	204	98
9	Portfolio XII (Paramount)	7.3	179	93
10	Donahue (Multimedia)	6.0	231	99
11	Geraldo (Tribune)	5.7	195	99
12	Star Search (TPE)	5.2	172	97
13	Mama's Family (Warner Bros. Domestic TV)	5.0	178	91
14	People's Court (Warner Bros. Domestic TV)	4.9	185	93
15	Charles in Charge (MCA)	4.8	141	90
15	Pegasus III (Televentures)	4.8	89	79
	The following shows were rated, but not ranked			
	Wrestling Network	5.6	170	94
	World Wrestling Federation (WWF)	8.5	251	97

*Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research

BY THE NUMBERS 2

Summary of Broadcasting & Cable

BROADCASTING			
SERVICE	ON AIR	CP's	TOTAL *
[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	5,141
[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]

CABLE†	
[illegible]	[illegible]
[illegible]	[illegible]
[illegible]	[illegible]
[illegible]	[illegible]
[illegible] cable penetration	29.7%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

ABC. At 9 p.m., Fox's *Married...with Children* finished third in network competition, beating the first half-hour of the *CBS Sunday Night Movie*, but losing to movies on ABC and NBC.

ABC's critically praised *Twin Peaks* came in second on Thursday (May 17), beating CBS's *Falcon Crest* but losing to *Wings* on NBC. ABC has renewed the show for next season.

Focus On Finance

Those trying to spot bottom of cable stock plunge probably had missed it by last week. MSO stocks rose sharply beginning prior Friday, apparently on news that House cable bill appeared less onerous than Senate version (BROADCASTING, May 21). Sampling of MSO gains found best performance among highly leveraged operators, such as Adelphia, up 35%; Comcast, up 23%, and Cablevision Systems, up 17%, all compared to prior Wednesday. Other MSO gains included TCI, up 13%, and ATC, up 9%. Despite gains, most were still trading below levels of only two or three months ago. It was difficult to find losers last week, although some publisher/group owner stocks slipped, including Pulitzer, Multimedia, Park and Lee, probably on continuing reports of flat or weak advertising revenue. Jacor was trading near 52-week low, despite news that 5% position in company was bought by Marvin Kosofsky, chairman of Mineola, N.Y.-based group owner, Universal Broadcasting Corp. Clear Channel Communications continued to gain, up 9% to 15¾, and Telemundo was also up, 10%, to 6¾. Among those apparently benefiting from last week's MSO gains were cable suppliers, both equipment and programing. QVC Networks was up 20%, to 12⅞, while Turner Broadcasting System gained 9%, to 50. On hardware side, General Instrument climbed 5%, to 35⅛, while Scientific Atlanta was up 8%, to 26¾.

Stock Index Notes: T-Toronto, A-American, N-NYSE, O-NASDAQ. Bid prices and common A stock used unless otherwise noted. P/E ratios are based on earnings per share for the previous 12 months as published by Standard & Poor's or as obtained by Broadcasting's own research.

STOCK INDEX 1

STOCK INDEX 2

	Closing Wed May 23	Closing Wed May 16	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
O (MMEDC) Multimedia	80 1/2	81 1/8	- 5/8	- 00.77	24	910
A (NYTA) New York Times	23 7/8	22 3/4	1 1/8	04.94	7	1,063
N (NWS) News Corp. Ltd.	15 1/2	15 5/8	- 1/8	- 00.80	6	4,161
O (PARC) Park Commun.	20 3/4	20 3/4		00.00	22	429
O (PLTZ) Pulitzer Publishing	25 3/4	25 1/2	1/4	00.98	8	269
O (RTRSY) Reuters Ltd.	58 1/2	58	1/2	00.86	27	26,574
O (STAUF) Stauffer Commun.	146	146		00.00	49	146
N (TMC) Times Mirror	32 1/4	31 5/8	5/8	01.97	14	4,167
O (TMCI) TM Communications	3/16	3/16		00.00	-1	1
N (TRB) Tribune	43 7/8	43	7/8	02.03	13	3,099
A (TBSA) Turner Bcstg. 'A'	50	45 7/8	4 1/8	08.99	-64	2,478
A (TBSB) Turner Bcstg. 'B'	48 1/4	44 7/8	3 3/8	07.52	-62	1,293
N (WPO) Washington Post	264 1/2	251 3/4	12 3/4	05.06	17	3,337

PROGRAMING

	Closing Wed May 23	Closing Wed May 16	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
O (ALLT) All American TV	3 3/4	3 3/8	3/8	11.11		4
A (CLR) Color Systems	1 3/8	1 1/2	- 1/8	- 08.33	-1	8
O (DCPI) dick clark prod.	5 7/8	5 13/16	1/16	01.07	26	48
N (DIS) Disney	118 3/4	112 5/8	6 1/8	05.43	21	16,054
O (FNNI) Financial News Netwk	8 1/2	8 7/8	- 3/8	- 04.22	32	153
A (FE) Fries Entertain.	1 5/8	1 5/8		00.00	-1	7
A (HHH) Heritage Entertain.	1 5/8	1 1/4	3/8	30.00	-1	12
A (HSN) Home Shopping Net.	7 7/8	6 7/8	1	14.54	-87	706
N (KWP) King World	37 3/8	37 1/4	1/8	00.33	12	944
O (KREN) Kings Road Entertain.	3/16	3/16		00.00		0
N (MCA) MCA	59 3/8	56 3/8	3	05.32	22	4,361
N (MGM) MGM/UA Commun.	17 7/8	17 3/8	1/2	02.87	-27	909
A (NNH) Nelson Holdings	5 5/8	5 5/8		00.00		24
O (NNET) Nostalgia Network	11/16	3/4	- 1/16	- 08.33		3
N (OPC) Orion Pictures	19 7/8	20 3/8	- 1/2	- 02.45	24	358
N (PCI) Paramount Commun.	46 5/8	45 3/4	7/8	01.91	26	5,541
N (PLA) Playboy Ent.	13	13		00.00	-81	122
O (QNTQE) Qintex Ent.	1 1/4	1 1/4		00.00		26
O (QVCN) QVC Network	12 7/8	10 3/4	2 1/8	19.76	36	194
O (RVCC) Reeves Commun.	6 3/4	6 3/4		00.00	-6	85
O (RPICA) Republic Pic. 'A'	8	8 1/8	- 1/8	- 01.53	34	34
O (RPICB) Republic Pic. 'B'	7 7/8	7 1/8	3/4	10.52	87	33
O (SP) Spelling Entertainment	7 3/4	8	- 1/4	- 03.12	32	256
O (JUKE) Video Jukebox Net.	7 3/4	7 3/8	3/8	05.08	-31	72
O (WONE) Westwood One	6 1/2	6 1/2		00.00	-4	95

SERVICE

	Closing Wed May 23	Closing Wed May 16	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
O (AGRPC) Andrews Group	2 7/8	2 7/8		00.00	-2	26
O (BSIM) Burnup & Sims	13 3/8	13 1/2	- 1/8	- 00.92	28	188
N (CQ) Comsat	34 1/2	33 3/8	1 1/8	03.37	9	575
N (DNB) Dun & Bradstreet	47 1/4	45 7/8	1 3/8	02.99	15	8,746
N (FCB) Foote Cone & B.	29 5/8	30	- 3/8	- 01.25	15	316
O (GREY) Grey Advertising	160	160		00.00	15	183
O (IDBX) IDB Communications	9 1/4	8 7/8	3/8	04.22	25	45
N (IPG) Interpublic Group	32 3/4	30 5/8	2 1/8	06.93	15	1,132
O (OMCM) Omnicom Group	25 3/8	25 3/8		00.00	14	665
N (SAA) Saatchi & Saatchi	5 1/4	5 1/4		00.00	-4	832
O (TLMT) Telemation	2 1/4	2 1/4		00.00	4	10
A (UNV) Unitel Video	9	9 1/4	- 1/4	- 02.70	-39	18

CABLE

	Closing Wed May 23	Closing Wed May 16	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
A (ATN) Acton Corp.	11 1/8	11 1/8		00.00	2	17
O (ATCMA) Am. TV & Comm.	38	34 3/4	3 1/4	09.35	40	4,142
O (CTEX) C-Tec Corp.	20 1/2	19 1/4	1 1/4	06.49	341	349
A (CVC) Cablevision Sys. 'A'	29 1/4	25	4 1/4	17.00	-4	647
A (CTY) Century Comm.	8 7/8	7 5/8	1 1/4	16.39	-8	579
O (CMCSA) Comcast	14 1/2	11 3/4	2 3/4	23.40	-10	1,627
A (FAL) Falcon Cable Systems	15 1/2	14 3/8	1 1/8	07.82	-20	99
O (JOIN) Jones Intercable	9 7/8	8 3/8	1 1/2	17.91	-4	122
N (KRI) Knight-Ridder	49 1/8	48 7/8	1/4	00.51	10	2,527
T (RCI.A) Rogers Commun. 'A'	11	12 1/4	- 1 1/4	- 10.30	-19	389
T (RCI.B) Rogers Commun. 'B'	8	8 1/4	- 1/4	- 03.30	-13	577
O (TCAT) TCA Cable TV	15	14 3/4	1/4	01.69	40	363
O (TCOMA) Tele-Commun.	15 1/2	13 3/4	1 3/4	12.72	-21	5,469
N (TWX) Time Warner	100 1/8	95 7/8	4 1/4	04.43	-23	6,440
O (UAECA) United Art. Ent. A	15 1/8	12 3/4	2 3/8	18.62	-8	2,106
O (UAECB) United Art. Ent. B	15 1/4	13 3/8	1 7/8	14.01	-8	1,018
N (VIA) Viacom	52	48 1/2	3 1/2	07.21	24	2,775

EQUIPMENT & MANUFACTURING

	Closing Wed May 23	Closing Wed May 16	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
N (MMM) 3M	82 3/4	83 5/8	- 7/8	- 01.04	14	18,425
N (ARV) Arvin Industries	17 3/4	16 3/8	1 3/8	08.39	32	333
O (CCBL) C-Cor Electronics	12 1/2	12	1/2	04.16	10	53
N (CHY) Chyron	1 5/8	1 3/4	- 1/8	- 07.14	-9	16
A (COH) Cohu	11 1/4	10 1/2	3/4	07.14	8	21
N (EK) Eastman Kodak	40 5/8	40 3/8	1/4	00.61	24	13,165
N (GRL) Gen. Instrument	35 1/8	33 3/8	1 3/4	05.24	10	980
N (HRS) Harris Corp.	34 5/8	35 1/4	- 5/8	- 01.77	35	1,386
N (IV) Mark IV Indus.	12 7/8	12 3/4	1/8	00.98	3	181
O (MATT) Matthews Equip.	1 7/8	1 7/8		00.00	93	11
O (MCDY) Microdyne	4	3 7/8	1/8	03.22	133	18
O (MCOM) Midwest Commun.	3 1/2	3 1/4	1/4	07.69	10	10
N (MOT) Motorola	80	74 1/8	5 7/8	07.92	20	10,432
A (PPI) Pico Products	1 1/4	1 1/8	1/8	11.11	-1	4
N (SFA) Sci-Atlanta	26 3/4	24 3/4	2	08.08	15	592
N (SNE) Sony Corp.	57 5/8	56 3/4	7/8	01.54	25	16,284
N (TEK) Tektronix	13 3/4	12 5/8	1 1/8	08.91	-13	398
N (VAR) Varian Assoc.	27 1/8	27	1/8	00.46	18	516
O (WGNR) Wegener	1 3/8	1 3/8		00.00	10	9
N (WX) Westinghouse	34 3/4	74	- 39 1/4	- 53.04	5	5,029
N (ZE) Zenith*	9 3/8	9 1/2	- 1/8	- 01.31	-14	250

*Split 2-for-1 May 22

	Closing Wed May 23	Closing Wed May 16	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
Standard & Poor's 400	419.32	411.52	7.8		1.9	

Open Mike

Why not pay per program?

EDITOR: I read with interest the paragraph headed "What's in a Name?" (BROADCASTING, April 30, page 48). "Pay Per View" is certainly a misnomer. "Pay For Viewing" would have been perhaps more meaningful. Suggestions such as "Closed Circuit at Home" or "Video On Demand" are too clumsy to consider.

Hollywood producers, the networks, Home Box Office and Showtime, to mention the major ones, are in the business of producing, distributing and selling programs. When we go to movie theaters we pay for admission to watch those programs. When we watch TV we are either getting some of the programs over the air for free or are being charged for individual scrambled programs. In the latter case it is "Pay Per Program"—the most correct, most logical, self-explanatory term.

When testifying on behalf of Teleglobe Pay-TV System Inc. in hearings for authorization of subscription television before the House of Representatives Committee on Interstate and Foreign Commerce on Jan. 21, 1958, I stated inter alia: "The Teleglobe method of collection is simplicity itself. Central box offices of the Teleglobe Pay-TV subscription network will handle billings by mail, either on a flat monthly fee or on a 'per program' basis."

In a memorandum to the FCC dated Sept. 16, 1957 (Docket No. 11279), I stated: "The central switchboard or central box office could record either a flat monthly charge for each subscriber, or, if it were deemed desirable, could adjust the charges for each individual program, thereby allowing higher rated charges for the more expensive programs and lower rates for sports events, educational programs and other types of programs. Under such an arrangement, the central switchboard or central box office would be able to provide separation of payments between producers of programs, promoters of sports events, educational institutions, the television station and the operating company."

I may thus humbly claim to have originated the concept of and the term "Pay Per Program."—*Solomon Sagall, president, Teleglobe Pay-TV System Inc., New York*

ALJ advice

EDITOR: Speaking as a member of the public as well as a former FCC administrative law judge who presided over comparative hearings, I heartily applaud the commission's efforts to expedite the comparative hearing process and thereby revitalize the public interest standard. In carrying out this objective I would urge that the greatest care be exercised in the determination of the items to be considered "legitimate and prudent expenses." Certainly, self-serving statements should not suffice even though superficially appearing to be sufficient. Before authorizing payment, the claimed expenses should be justified on a fully developed record at a hearing before an administrative law judge who will make findings as to the legitimacy and prudence of the expenditures.—*Reuben Lozner, Chevy Chase, Md.*

Henson remembered

EDITOR: I would like to offer my own recollections of the late Jim Henson. Henson was brought to WRC-TV Washington by Jim Kovach, program manager, who had seen him and Jane perform in Baltimore (the couple wasn't yet married). The year was 1955.

Their show was performed live, following a brief news program broadcast at 1 p.m., in the main studio. Since I was doing the news show, I saw them each day as I came into the studio. I witnessed two dedicated, professional puppeteers (even at age 18), particular about each detail, careful of lighting, respectful of movement, insightful of the effect of their creation on black-and-white home television sets.

Each day, after my three minutes on camera, I stayed for a while to enjoy the skill and energy of this uniquely talented couple as they brought their inanimate friends to life. Jim and Jane spoke softly as they rehearsed that day's performance of "Sam and Friends," cloth characters who would become world famous as Kermit, Yorick, Sam and Harry. (The Cookie Monster and Miss Piggy would come to life later.) Kermit was a frog simply because Jim's mother gave him a discarded green coat. If the coat had been brown, Kermit might have been a cuddly bear.

That local television news program may have been historic, as the first of the mid-day news briefs. But for me it was a ringside seat at what became the greatest show on earth, the happy result of the fertile, creative mind of a unique, gentle man and the woman who would work with him and be the mother of their five children.—*Russ Tornabene, Midwest director, Executive Television Workshop; he is based in Evanston, Ill.*

□

EDITOR: On May 16, Jim Henson died. This day will forever be remembered as a sad day for the world. Jim Henson, at 53, gave children, parents, caretakers and professionals who care about children the miracle of an imagination and talent unparalleled in the media. This genius was infused with the honest and sincere appreciation for the integrity of all children and the child in us all. We love him and miss him but we will not forget him.—*Karen Jaffe, executive director, KIDSNET, Washington*

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Who gets how much in the Fifth Estate

Time Warner Co-Chairman Steven Ross made $34.2 million in 1989, putting him at the top of BROADCASTING's sampling of Fifth Estate salaries, followed by Disney's Michael Eisner at $9,589,360.

On the network side, CBS President and Chief Executive Officer Larry Tisch made $1,325,866, while Capital Cities/ABC Chairman Thomas Murphy made $1,081,132.

Time Warner's Ross

Viacom's Biondi

Among the highest compensated in the group owner category are Ward L. Huey, vice chairman and president, A.H. Belo Broadcasting (five TV's), at $526,574; Ken J. Elkins, senior VP, broadcasting, Pulitzer Publishing (one AM, one FM and seven TV's), at $446,037, and Michael A. Wiener, chairman, Infinity Broadcasting (six AM's and 11 FM's), at $411,500.

Cash compensation for executives includes salary and various types of bonuses given out to executives who meet performance goals, but does not include the exercise of stock options, which typically allow an executive to purchase stock at any time during a period of years at a set price.

Multimedia saw at least two multimillion-dollar stock options in 1989. President and Chief Operating Officer Jim Lynagh and cable division president, Donald Sbarra, exercised stock options worth (the difference between market value and exercise price) $7.1 million and $7.6 million respectively—during 1989 Lynagh was president of Multimedia Broadcasting.

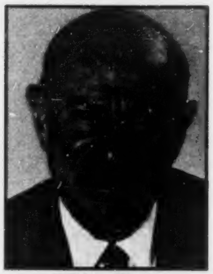
Company	*1989 Title*	*Cash Compensation*
Ackerley Communications		
Barry Ackerley	Chairman/CEO	$308,000
A.H. Belo		
Ward L. Huey	Vice Chairman/President, broadcasting	$526,574
All American Television		
George Back	President	$241,000
Joseph Kovacs	Executive VP	$156,000
Burnham Broadcasting		
Peter Desnoes	Managing General Partner	$202,645
William Fyfe	President/GM, WLUK-TV Green Bay	$142,849
Philip Nye	President/GM, WVUE-TV New Orleans	$126,680
Michael Rosenberg	President/GM, KHON-TV Honolulu	$123,582
CBS		
Laurence Tisch	President/CEO	$1,325,866
Howard Stringer	President, CBS/Broadcast Group	$875,769
Thomas F. Leahy	President, CBS Marketing Division	$777,248
Neal H. Pilson	President, CBS Sports	$624,441
Capital Cities/ABC		
Thomas S. Murphy	Chairman/CEO	$1,089,132
Daniel B. Burke	President/COO	$1,042,507
John B. Sias	Executive VP/President, ABC-TV Network	$883,132
Michael Mallardi	Senior VP/President, Broadcast Group	$753,314
Century Communications Corp.		
Leonard Tow	President/CEO/COO/CFO	$1,690,000
Chris-Craft Industries		
Evan C. Thompson	Vice President/President, TV	$750,000
Clear Channel Communications		
L. Lowry Mays	President/CEO	$498,375
James Smith	Regional VP/GM, KTOK(AM)-KJYO(FM) Oklahoma City	$147,678
William Hill	VP/GM, WOAI(AM)-KAJA(FM) San Antonio, Tex.	$112,504
Robert Scherer	VP/GM, WHAS(AM)-WAMZ(FM) Louisville, Ky.	$107,914
Comsat		
Robert Wussler	President/CEO, video enterprises	$264,427
Cosmos Broadcasting		
James R. Sefert	President	$300,736
Disney		
Michael Eisner	Chairman/CEO	$9,589,360
Frank Wells	President/Chief Operating Officer	$4,819,680
Gary Wilson	Executive VP/Chief Financial Officer	$2,000,000
Financial News Network		
Michael Wheeler	Executive VP	$212,000
Great American Communications Corp.		
Charles Mechem Jr.	President	$445,855
George Castrucci	Executive VP	$435,286
Heritage Media Corp.		
James M. Hoak	Chairman	$110,653
David N. Walthall	President/CEO	$246,759
Paul W. Fiddick	President, Radio Group	$186,185
James J. Robinette	President, TV Group	$169,180
Home Shopping Network		
Roy Speer	Chairman/CEO	$400,000
Lowell Paxson	Director/President	$280,000
Infinity Broadcasting		
Michael A. Wiener	Chairman	$411,500
Mel Karmazin	President/CEO	$411,500
Jacor		
Terry Jacobs	Chairman/CEO	$389,378
Jefferson-Pilot Communications Co.		
James Babb Jr.	President	$290,130
King World		
Roger King	Chairman	$1,665,000
Michael King	President/CEO	$1,665,000
Stephan Palley	Executive VP/Chief Operating Officer	$643,000

Company	*1989 Title*	*Cash Compensation*
Paul Hughes	Senior VP/President, Broadcast Division	$350,000
Steven Hirsch	President, Camelot Sales Entertainment	$325,000
MCA		
Lew Wasserman	Chairman/Director/CEO	$900,000
Sidney Jay Sheinberg	President/Chief Operating Officer/Director	$900,000
Multimedia		
Walter Bartlett	President/CEO	$541,597
Peter A. Lund	Senior VP/President, Entertainment	$427,810
Donald D. Sbarra	Senior VP/President, Cablevision	$400,627
James T. Lynagh	Senior VP/President, Broadcasting	$372,566
Omnicom Group Inc.		
Keith Reinhard	Chairman/CEO, DDB Needham Worldwide	$865,459
Allen Rosenshine	Chairman/CEO, BBDO Worldwide	$957,500
Orion Pictures Corp.		
Arthur Krim	Chairman	$717,000
Eric Pleskow	President/CEO	$717,000
Outlet Communications		
David Henderson	Chairman/President/CEO	$845,679
Paramount Communications Inc.		
Martin S. Davis	Chairman/CEO	$4,950,000
Price Communications		
Robert Price	President/CEO	$382,524
Bill Bengtson	Senior VP, Television	$130,562
James H. Meltzer	Senior VP, Radio	$128,866
Pulitzer Publishing		
Ken J. Elkins	Senior VP, Broadcasting	$446,037
Sage Broadcasting Corp.		
Leonard Fassler	Chairman	$150,000
Gerald Poch	President	$143,750
Scientific-Atlanta		
Sidney Topol	Chairman	$681,935
Scripps Howard Broadcasting		
Richard Janssen	President	$350,000
James P. Fox	VP, WBSB(FM) Baltimore	$240,000
Frank Gardner	VP, WCPO-TV Cincinnati	$217,000
Thomas Griesdorn	VP, WXYZ-TV Detroit	$210,000
William J. Brooks	VP, WPTV(TV) West Palm Beach, Fla.	$180,000
James H. Knight	VP, WEWS(TV) Cleveland	$180,000
TVX Broadcast Group		
Aubrey Loving Jr.	Chairman	$504,950
John A. Trinder	President/CEO	$506,366
F. Gray Kiger Jr.	VP/Treasurer/Chief Financial Officer	$405,999
Tele-Communications Inc.		
Bob Magness	Chairman	$400,000
John Malone	President	$400,000
J.C. Sparkman	Executive VP	$275,000
John Sie	Senior VP	$173,798
Telemundo		
Donald G. Raider	Executive VP/Chief Operating Officer	$423,775
Carlos R. Barba	Senior VP, Programing and Promotion	$376,374
Peter Housman II	Senior VP/Treasurer/Chief Financial Officer	$280,987
W. Gary McBride	Senior VP, Marketing and Sales	$257,421
Times Mirror		
Donald F. Wright	Senior VP	$390,936
Time Warner		
Steven Ross	Co-Chairman/CEO	$34,200,000
J. Richard Munro	Co-Chairman/CEO	$2,450,001
N.J. Nicholas Jr.	President/Chief Operating Officer	$1,973,559
Tribune		
Jim C. Dowdle	President/CEO, Broadcasting	$550,035
Turner Broadcasting Systems		
R.E. Turner	Chairman/President	$729,952
Gerald F. Hogan	VP, Entertainment Networks	$499,518
Terence F. McGuirk	President, Sports and Cable Network Sales	$392,221
Viacom		
Frank Biondi Jr.	President/CEO	$1,387,923
John Goddard	Senior VP/President/CEO, Cable TV Division	$1,056,598
Henry Schleiff	Senior VP/Chairman/CEO, Broadcasting and Entertainment	$950,000
Washington Post		
Joel Chaseman	Chairman, Broadcasting	$397,301
Westinghouse		
Burt Staniar	Chairman, Broadcasting	$713,326
Westwood One		
Norman Pattiz	Chairman, CEO	$530,000

At Media General, Gerald W. Estes, a senior vice president, exercised options that had a net value of $1.8 million.

At Disney, president and chief operating officer Frank Wells exercised options during fiscal 1989 worth $46,126,000; Gary Wilson, executive vice president and chief financial officer, exercised options worth $47,488,410; Richard Nunnis, president of Walt Disney Attractions, Disneyland and Walt Disney World Co., exercised options worth $8,213,914, and Joe Shapiro, senior vice president and general counsel, exercised options worth $1,591,472.

King World's executive vice president and chief operating officer, Steven Palley, exercised options that had a net value of $502,932.



CBS's Tisch

KW's Roger King

Options exercised may have been granted to the executive as compensation over several years.

Bonuses can also be a significant source of compensation. For example, Disney head Michael Eisner has a base salary of $750,000. However, he made $8,839,360 in bonuses for, according to the proxy, "services rendered to the company during fiscal 1989." In Eisner's case, his contract provides an annual bonus equal to 2% of the amount by which the company's net income for the fiscal year exceeds the amount representing a return on stockholders' equity of 9% for the 1989 and 1990 fiscal years and 11% after 1990.

Time Warner's Steven Ross received $29.4 million from "long-term bonus compensation trust accounts."

Cash compensation is not necessarily a measure of worth. Some executives own substantial pieces of a company and do not have high salaries. Jim Hoak, chairman of Heritage Media Corp., makes $110,653 but also owns 80% of Heritage Class B common stock and 1.1% of Class A common stock. Media investor Warren Buffett also earns only $100,000. **—JF, GF**

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The Fifth Estate

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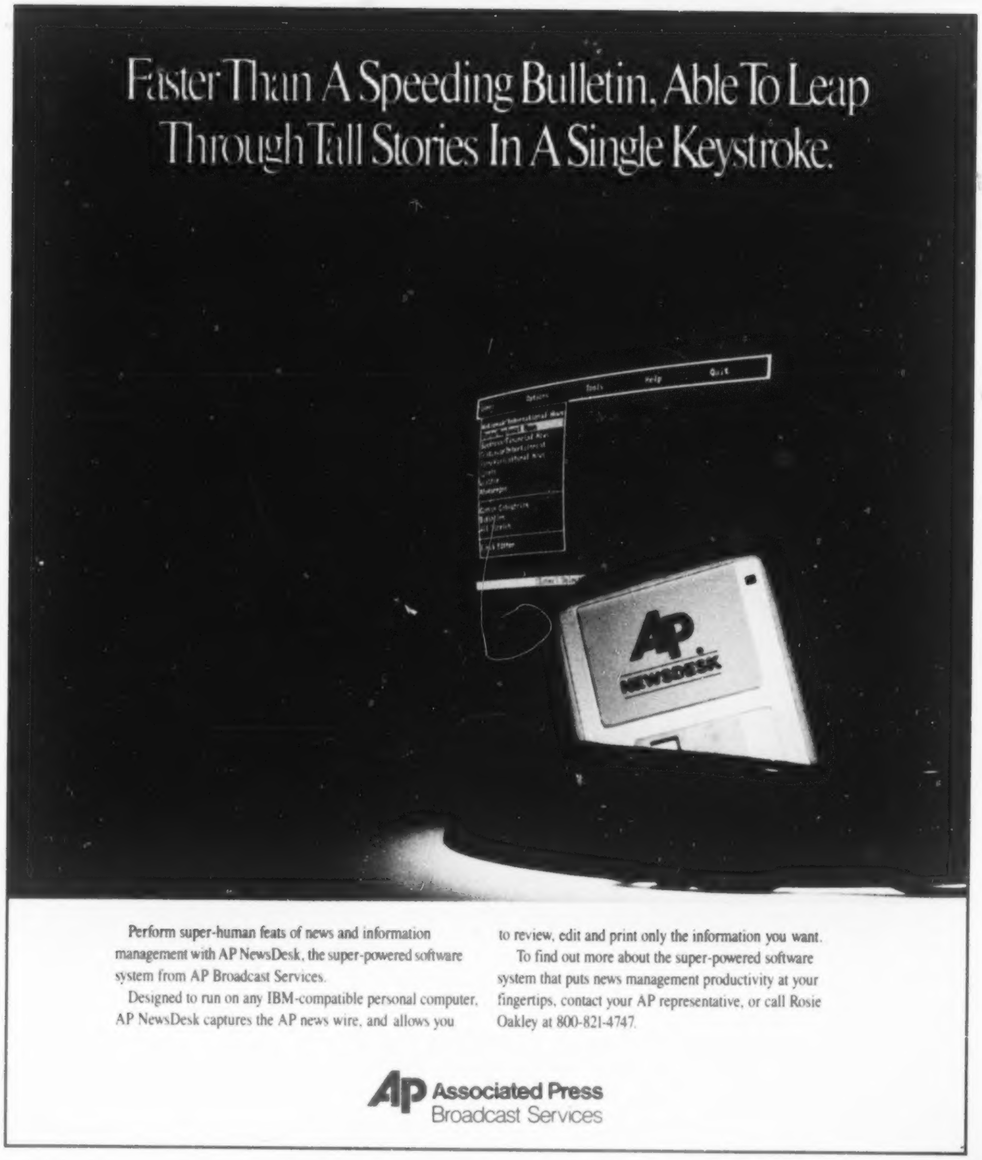

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59th Year 1990

Big Three and Fourth Line Up for Fall

Broadcasting Jun 4

Vol. 118 No. 23

27/ *The Bush-Gorbachev summit*

Some 6,000 journalists and technicians from around world record meeting of President Bush and Soviet President Mikhail Gorbachev in Washington.

30/ *Networks take chances for fall*

Three networks and Fox appear ready to take risks in their respective fall prime time schedules.

33/ *GI's DigiCipher could rewrite the rules in high definition*

Last minute entry of digital system could revolutionize both HDTV and all TV transmission.

35/ *Tartikoff and the art of prime time programing*

NBC Entertainment President Brandon Tartikoff, in interview with BROADCASTING's Steve Coe, talks about network's search for programs that are "daring and different, yet also compel viewers to watch."

44/ *FIFTH ESTATE FINANCING*

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CBS and Fox unveil their respective prime time schedules for 1990-91.

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U.S. may be ahead of Europe in getting digital audio broadcasting system, which some say will shake up radio as HDTV has television. Two consortiums are moving ahead with DAB in U.S.

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ABC's proposal to use PUT data to determine delivery of makegoods has media buyers upset.

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72/ *THREAT TO STATION SALES*

Leftover PCB's, storage tanks and ground water contamination are leading to strict scrutiny by buyers and sellers of, and potential lenders for, broadcast properties.

77/ *MMDS FOOTHOLDS*

Group broadcaster and cable MSO Multimedia launches wireless cable operation in Oklahoma City, with plans for MMDS operation in Wichita, Kan., also.

95/ *THE ACCIDENTAL PRODUCER*

Al Vecchione, president of MacNeil/Lehrer Productions (producer of, among other programs, *The MacNeil/Lehrer NewsHour*), says he got into TV business via "happy accident"—one that spawned 40-year career.

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BY THE NUMBERS 1

NBC won the prime time race for the week ended May 27 with an 11.1/21, followed by ABC's 10.4/19 and CBS's 10/19.

But CBS had the top-ranked program of the week—the series finale of *Newhart* (18.7/29). CBS had three other shows in the top 10, including *Murphy Brown* (third), with a 17.7/27, *Designing Women* (fourth), with a 17.2/26, and *Killing in a Small Town* (the *CBS Tuesday Movie*, seventh), with a 15.8/26.

Killing in a Small Town won three out of four half-hours, losing only to a *Roseanne* repeat, but beating the season finale of *thirtysomething* and an NBC made-for, *Last Flight Out*.

The final episode of *Twin Peaks*, in a special time period on ABC, Wednesday at 10 p.m., was first in network competition in that time period with a 12.6/22, beating *Night Court* and *Dear John* on NBC, and the CBS made-for *How to Murder a Millionaire*.

On Sunday night (May 27) Fox received winning performances once again from both *The Simpsons*

RATINGS ROUNDUP

Week 35 □ May 21–May 27

Rank/rating			Network	Show
1	▲	18.7/29	C	*Newhart*
2		18.3/32	N	*Cheers*
3	▲	17.7/27	C	*Murphy Brown*
4	▲	17.2/26	C	*Designing Women*
5	▼	16.1/26	A	*Roseanne*
6	▼	15.9/29	N	*A Different World*
7	▲	15.8/26	C	*Movie: Killing/Small Town*
8	▼	15.7/30	N	*Cosby*
9	▲	15.5/25	A	*Movie: Voices Within, Pt.2*
9	▲	15.5/28	N	*Unsolved Mysteries*
11	▲	15.0/31	N	*Golden Girls*
12		15.0/26	N	*Wings*
13		14.9/31	N	*Empty Nest*
14		14.4/25	N	*Cheers Spec.*
15	▼	14.2/25	C	*60 Minutes*
16	▲	14.1/24	C	*Major Dad*
17	▲	13.8/22	A	*Coach*
18	▼	[illegible]	A	*Amer. Funniest Videos*
19	▲	13.5/[illegible]	F	*Simpsons*
20		13.2/22	A	*Wonder Years*
21	▲	12.9/24	F	*Married...With Children*
22	▲	12.7/21	N	*Night Court*
23		12.6/22	A	*Twin Peaks Spec.*
23	▲	12.6/22	A	*Who's the Boss?*
25		12.5/26	N	*Carol & Company*
26		12.3/22	N	*Night of 100 Stars*
27	▼	12.1/23	N	*L.A. Law*
28	▼	12.0/21	C	*Rescue: 911*
29	▲	11.7/24	A	*Family Matters*
29	▲	11.7/25	A	*Full House*
31	▲	11.6/19	A	*thirtysomething*
32	▲	11.4/23	A	*20/20*
33		10.9/18	A	*B.Walters Spec.*
34	▲	10.8/19	N	*Matlock*
34	▼	10.8/22	C	*Murder, She Wrote*
36		10.7/18	N	*Movie: Last Flight Out*
37	▲	10.6/21	A	*Perfect Strangers*
38	▼	10.5/19	N	*Dear John*
38	▲	10.5/20	F	*In Living Color*
40	▼	10.3/20	A	*Sunday Movie: Diamonds*
41		10.2/18	C	*Movie Spec.: Millionaire*
42		10.1/[illegible]	A	*Growing Pains*
42		10.1/20	N	*SNL 15th Ann. Spec.*
44		10.0/18	A	*Head of the Class*
45		9.7/18	C	*Comedy Bloopers*
45	▲	9.7/19	A	*Just the 10 of Us*
47	▼	9.5/18	C	*Sun. Movie: Request, Pt.2*
47	■	9.5/21	N	*FM*
49	▼	9.3/17	C	*48 Hours*
50		[illegible]	A	*Macgyver*
51	▲	9.1/20	N	*Amen*
52	▲	9.0/17	A	*Primetime Live*
53		8.4/17	N	*Movie: K. McCormick*
53		8.4/14	C	*Siskel & Ebert Spec.*
53		8.4/15	A	*Young Riders*
56	▲	8.2/15	A	*Father Dowling*
57		7.8/16	N	*Baywatch*
57		7.8/14	C	*Sydney*
59		7.7/16	A	*Mystery Movie: B.L. Stryker*
60		7.3/14	C	*People Mag. on TV*
61	▲	7.1/17	N	*13 East*
62		7.0/15	F	*Cops Spec.*
62	▲	7.0/16	C	*Paradise*
64	▲	6.8/15	C	*Sat. with C. Chung*
65		6.5/13	C	*Movie Spec.: Request, Pt.1*
66		6.3/11	C	*Sisters*
66	▲	6.3/13	C	*Small Talk*
68	▼	5.4/11	F	*Booker*
69		5.9/12	N	*Disney: Parent Trap/H'moon*
69		5.4/12	A	*Mission: Impossible*
71		5.2/12	F	*Totally Hidden Video*
72		5.1/10	C	*Sugar & Spice*
72	▲	5.1/11	C	*Tour of Duty*
72	▲	5.1/6	F	*21 Jump Street*
75	▼	4.5/11	A	*Life Goes On*
76	▲	3.5/5	F	*Alien Nation*
77		2.8/7	F	*Outsiders*
78		2.6/6	F	*Best/Tracey Ullman*

Guide to symbols

▼ [illegible] from last week ▲ Up in rank from last week ■ Premiere broadcast

Source: Nielsen Media Research

FREEZE FRAMES: Syndication Scorecard

Week ended May 20

Rank	Program (Syndicator)	Rtg	Stns	Covg
1		12.7	233	99
2		11.7	221	99
3		10.3	235	98
4		9.2	217	99
5		9.0	140	95
6		8.4	180	97
7		8.1	204	98
8		7.9	206	92
9		8.0	195	97
10		6.1	174	96
11		5.9	230	99
12		5.8	195	96
13		4.9	178	91
13		4.9	178	92
13		4.9	184	97

The following shows were rated, but not ranked

Program (Syndicator)	Rtg	Stns	Covg
	5.8	175	94
	9.1	249	97

Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research

Summary of Broadcasting & Cable

BROADCASTING

SERVICE	ON AIR	CP's[1]	TOTAL*
[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	5,141
[illegible]	[illegible]	[illegible]	1,703
[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	247
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CABLE†

[illegible]	[illegible]
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[illegible]	[illegible]
[illegible]	[illegible]
[illegible]	[illegible]

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

at 8:30 p.m. (13.3/26) and *Married...with Children* at 9 p.m. (12.9/24), and was second at 9:30 p.m. with *In Living Color* (10.5/20). For the night Fox was fourth overall with a 7.5/16, behind NBC, 7.7/16, ABC, 9.2/19, and CBS, 11/23.

Year to date (from Sept. 18, 1989), NBC leads in prime time with a 14.1/24, followed by ABC, 12.6/21, and CBS, 11.9/20.

Focus On Finance

Media stocks, to varying degrees, participated in the market's broad-based advance last week. Perhaps best showing was by studio "majors" with Disney up 8% to 128¾, Paramount up 6% to 49⅜ and Time Warner up 3% to 107⅞. Several reasons could be found for Disney move, including strong buy recommendation from Wertheim & Co., possible advance word on film "Dick Tracy," and yet-again rumored merger with CBS, which was also up strongly last Wednesday. As of Thursday morning Disney was among most active New York Stock issues, based on comparisons against typical daily volume. Other entertainment stocks also did well, including Turner "A" stock, up 6% to 52⅝, and Viacom, up 4% to 54. Karen Firestone, manager of Fidelity's Select Leisure Fund, said gains "may have been a reflection of how low they had been previously...the fundamentals are not all that different." Cable operator rally hit roadblock last week with few showing gains. One that did, Mercom Inc. (MERO: OTR) was up 5% to 11¼. Two weeks ago major shareholder C-Tec increased ownership stake in Mercom to 19.9% from 11.68% and just prior to that Mercom adopted "poison pill" shareholder rights plan. Most equipment stocks held up well although Chyron continued to slide, to 1⅜, following announced net loss per share of 17 cents, compared to 1-cent profit in prior-year's period. Pulitzer was also off, although company's announcement of possible ABC-affiliation loss at WLKY-TV St. Louis had yet to hit Dow Jones news wire as of Thursday.

Stock Index Notes: T-Toronto. A-American. N-NYSE. O-NASDAQ. Bid prices and common A stock used unless otherwise noted. P/E ratios are based on earnings per share for the previous 12 months as published by Standard & Poor's or as obtained by Broadcasting's own research.

STOCK INDEX 1

[illegible]

STOCK INDEX 2

CABLE

July 26-28—*Louisiana Association of Broadcasters* radio and television management session. Hyatt Regency, New Orleans. Information: (504) 383-7486.

July 27-29—*Radio Advertising Bureau* sales university, designed for salespeople with fewer than two years' sales experience. Milwaukee. Information: (212) 254-4800.

July 28—"The Drought and the Rest of Our Environment," seminar sponsored by *Associated Press Television-Radio Association of California-Nevada.* KEYT-TV Santa Barbara, Calif. Information: Rachel Ambrose, (213) 746-1200.

July 29-Aug. 1—*New England Cable Television Association* annual convention and exhibition. Newport Marriott and Sheraton Islander hotels, Newport, R.I. Information: (617) 843-3418.

August

Aug. 1-3—*Michigan Cable Television Association* annual summer meeting. Grand Traverse Resort, Traverse City, Mich. Information: (517) 482-2622.

Aug. 1-5—*National Association of Black Journalists* 15th annual convention. Theme: "Words and Images: Challenges for the Future." Century Plaza hotel, Los Angeles. Information: (703) 648-1270.

Aug. 2-4—*Michigan Association of Broadcasters* annual convention and awards banquet. Shanty Creek, Bellaire, Mich. Information: (517) 484-7444.

Aug. 11-14—*Georgia Association of Broadcasters* annual convention. Jekyll Island, Ga. Information: (404) 993-2200.

Aug. 12-14—*North Carolina CATV Association* and *South Carolina Cable Association* joint annual meeting. Radisson Resort, Myrtle Beach, S.C. Information: (919) 821-4711.

Aug. 12-14—*Arkansas Broadcasters Association* annual convention. Hot Springs Park Hilton, Hot Springs, Ark.

Aug. 15—Deadline for nominations for Women at Work broadcast awards for news and entertainment programs about working women that encourage greater recognition of women workers through accurate portrayals of their lives, sponsored by *National Commission on Working Women.* Information: (202) 737-5764.

Aug. 16—*Radio Advertising Bureau* regional sales training workshop, "dramatizing radio's competitive advantages against other media, and ways radio salespeople can accentuate radio's strengths in a media mix with other media, especially newspapers." Portland, Ore. Information: (212) 254-4800.

Aug. 17-19—*Radio Advertising Bureau* sales university, designed for salespeople with fewer than two years' sales experience. San Diego. Information: (212) 254-4800.

Aug. 23-25—*West Virginia Broadcasters Association* 44th annual fall meeting. Greenbrier, White Sulphur Springs, W.Va.

Aug. 26-28—*Nebraska Broadcasters Association* annual convention. Holiday Inn, North Platte, Neb. Information: (402) 333-3034.

Aug. 26-31—"Ethics in Broadcast News," seminar sponsored by *Poynter Institute for Media Studies.* Poynter Institute, St. Petersburg, Fla. Information: (813) 821-9494.

Aug. 28—*Women in Cable, Atlanta chapter,* breakfast. Speaker: Ruth Otte, president, Discovery Channel. Westin Lenox, Atlanta. Information: (404) 928-0333.

September

Sept. 6-10—Cinetex 1990, film market, production exposition, international comedy film festival and conference sponsored by *The Interface Group,* in collaboration with *The American Film Institute.* Bally's, Las Vegas.

Sept. 9-13—*National Association of Telecommunications Officers and Advisors* tenth annual conference. Theme: "A Decade of Service." Dearborn, Mich. Information: (202) 626-3061.

Sept. 10-12—"Financial Planning and Analysis," cable management program sponsored by *Women in Cable* and *Denver University.* Denver University campus, Denver. Information: Nancy Ring, (312) 661-1700.

Sept. 11-14—*National Broadcast Editorial Association* annual convention. Hilton hotel at Disney World Village, Orlando, Fla. Information: (301) 468-3959.

Sept. 12-15—Radio '90 convention, sponsored by *National Association of Broadcasters.* Hynes Center, Boston. Information: (202) 429-5300.

Sept. 12-16—First *National Association of Broadcasters/Broadcast Education Association* Radio Only conference. Hynes Center, Boston. Information: (913) 532-7645.

Sept. 13—"Celebrate the Winners—Creative Blockbusting," sponsored by *Cable Television Administration and Marketing Society, New York City chapter.* HBO auditorium, New York.

Sept. 13-14—*C-SPAN* "Capitol Experience" seminar "to provide cable operators with insight into the network's programing philosophy, reasons to carry C-SPAN and ways to promote it among their general audience." C-SPAN headquarters, Washington. Information: (202) 737-3220.

Sept. 13-15—*Public Radio in Mid-America* fall conference and annual business meeting. Best Western Inn of Chicago.

Sept. 14—*Society of Broadcast Engineers, Central New York chapter 22,* 18th annual regional convention. Sheraton Inn Convention Center, Liverpool, N.Y. Information: John Soergel, (315) 437-5805.

Sept. 16—42nd annual prime time Emmy Awards telecast, sponsored by *Academy of Television Arts and Sciences.* Pasadena Civic Auditorium, Pasadena, Calif. Information: (818) 763-2975.

Sept. 16—*Women in Cable, Washington chapter,* annual fall gala, honoring Sidney Topol, chairman of Scientific-Atlanta. Grand Hyatt hotel, Washington. Information: (202) 872-9200.

Sept. 16-18—Eastern Cable Show, sponsored by *Southern Cable Television Association.* Washington Convention Center, Washington. Information: (804) 782-9501.

Sept. 16-18—Fifth annual *National Association of Broadcasters* Hundred Plus Exchange, seminar for small market TV stations. Tabor Center Westin, Denver. Information: (202) 429-5350.

Sept. 18-20—*Great Lakes Cable Show,* sponsored by *Michigan, Indiana, Illinois, Wisconsin and Ohio cable TV associations.* Convention Center, Indianapolis. Information: (317) 634-9393.

Sept. 20-22—West Coast Public Radio annual conference. Eugene, Ore. Information: Martin Neeb, (206) 535-7180.

Sept. 21-23—*Maine Association of Broadcasters* annual meeting. Sebasco, Me.

Sept. 21-25—89th *Audio Engineering Society* convention. Los Angeles. Information: (212) 661-8528.

Sept. 24-27—*Radio-Television News Directors Association* international conference and exhibition. Speakers: Michael Gartner, president, NBC News, and Charles Osgood, CBS News. Convention Center, San Jose, Calif. Information: (202) 659-6510.

Sept. 25-27—*Atlantic Cable Show.* Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

Sept. 26—*The Walter Kaitz Foundation* seventh annual awards dinner, honoring Ralph Roberts, chairman, Comcast Cable Corp. New York Hilton and Towers, New York. Information: (415) 451-9000.

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this year because they've finally recognized the changing landscape. The most aggressive schedule was Fox's because of their move to add two new nights of programing," he said. Of NBC, Ancier said, "Brandon really took off the gloves this year. He's probably got the most aggressive schedule they've had in a few years."

"CBS is showing some of the strongest product they've had in the past few years," said Ancier, who credited Jeff Sagansky, president, CBS Entertainment, with giving that network its strongest development in the recent past.

"This is certainly a more active schedule than last year," said Betsy Frank, senior vice president, Saatchi & Saatchi DFS-Compton, who noted that there were seven more new shows this year than last, and more established shows moving to new time periods this year. "ABC has taken a very conservative approach, not in terms of programing, but in terms of their scheduling, by staying with some shows to find out whether they will work." She cited as an example the network's decision to keep *China Beach* on the schedule, moving it to Saturday night, as the lead-in to *Twin Peaks*.

"On the other end of the spectrum is Fox," she said, "who seemed to make change for the sake of change. But they like to shake things up. Were their moves risky? Probably, but there are some trade-offs."

The biggest risk for Fox and probably the biggest risk overall was the move of *The Simpsons* to Thursday night as the anchor for Fox's surprising new night of programing. The move probably represents the most serious challenge that *The Cosby Show* has faced in its six-year run.

"It's a typical mano a cartoono situation," joked Paul Schulman, president, Paul Schulman Co., subsidiary of Advanswers Media Programing. He predicted that *Cosby* will continue to win the time period but not nearly as handily.

"What they're saying is, let's call out the bully now," said one major program supplier of Fox's move. "If they beat *Cosby* it moves them five years ahead," he said.

"The boldness of Fox in moving *The Simpsons* is a great move for the television business in general because it's going to generate a lot of conversation among people eagerly awaiting the showdown of these two powerhouses," said Salzman.

While the Thursday clash has been the most talked about confrontation, there are key match-ups on all seven nights, especially with Fox adding Thursday and Friday nights to their Saturday through Monday schedule.

On Monday night, NBC's *The Fresh Prince of Bel Air* is being viewed as this season's can't miss show. "NBC has the biggest hit of the season," predicted Schulman, who added, however, that the lead-out, *Ferris Bueller*, "needs a lot of work." NBC's key competition will come from CBS, which is also programing for younger audiences with *Uncle Buck* at 8 p.m. leading into *Major Dad*. Said Betsy Frank,

Prime time producers scorecard

Time Warner, the largest producer of prime time television series on the four networks for the 1990-91 season, may end up producing 20% of the television programs scheduled to debut next fall. It is already producing 19% of these shows, with one hour pending: the Fox Video Hour. Warner, through its Quantum Media, produces ***Totally Hidden Video***, one of several contenders for that hour. Time Warner's Lorimar Television remains the single largest producer of network television shows, with 11, spread over eight hours, while Warner Bros. will account for six shows over 4.5 hours. 20th Century Fox Film Corp. is second to Time Warner in number of shows and hours it produces, either outright or in association with others—nine programs covering 5.5 hours. Paramount is a big gainer next season, adding three new shows for a total of eight shows over five and a half hours. Universal adds three programs, for a total of seven over five and a half hours.

A big loser was Stephen J. Cannell Productions, which lost four shows and now has just one hour-long program, ***Hunter***, although its ***Wiseguy*** was picked up as a back order. Columbia Pictures Television lost four, but picked up three new ones, for a total of six shows covering three hours. Disney added two shows and now has six (three and a half hours).

Falling off the scorecard entirely are Alien Productions, Beyond International, Carson Productions, Castle Rock, and Our Production Co. The complete list of prime time producers follows with number of shows and total hours.

1. Lorimar (11/8) **2.** Paramount (8/5.5) **3.** Universal (7/5.5) **4.** Twentieth Television (Fox) (7/4) **5.** Warner Bros. (6/4.5) **6.** Disney (6/3.5) **7.** Columbia (6/3) **8.** MGM/UA (4/4) **9.** Carsey-Werner (4/2) **10.** CBS News (3/3) **11.** Viacom (3/3) **12.** New World (3/1.5) **13.** ABC News (2/2) **14.** Worldvision (Lynch/Frost) (2/1.5) **15.** Steven Bochco (2/1.5) **16.** ABC Sports (1/2) **17.** Aaron Spelling (1/1) **18.** CBS Entertainment (1/1) **19.** Cosgrove-Meurer (1/1) **20.** Ohlmeyer Communications (1/1) **21.** Orion (1/1) **22.** Stephen J. Cannell (1/1) **23.** STF Productions (Fox) (1/1) **24.** WCI (1/1) **25.** ABC Productions (1/0.5) **26.** Barbour/Langley (Fox) (1/0.5) **27.** Imagine Entertainment (1/0.5) **28.** MTM (1/0.5) **29.** NBC Productions (1/0.5) **30.** Reeves Entertainment (1/0.5) **31.** Vin DiBona Productions (1/0.5).

NBC	FOX
The Cosby Show 9	The Simpsons†† 4
A Different World 9	Babes* 4
Cheers 2	Class of Beverly Hills* 17
Grand 9	
L.A. Law 4	

ABC	CBS	NBC	FOX
Full House 1	Evening Shade* 28	Quantum Leap†† 3	America's†† Most Wanted 23
Family Matters 1	Bagdad Cafe 12		
Perfect Strangers 1	Over My Dead Body* 3	Night Court† 5	D.E.A.* 1
Going Places* 1		Wings† 2	
20/20 13	Dallas 1	Midnight Caller† 1	

ABC	CBS	NBC	FOX
Young Riders†† 8	Four Alarm Family* 1	Parenthood* 27	Fox Video Hour*
China Beach†† 5	Hogan Family 1	Working it out* 4	
Twin Peaks†† 14	Green Machine 2	Golden Girls 6	COPS† 26
		Empty Nest 6	American Chronicles* 14
	48 Hours† 10	Carol & Co. 6	
		American Dreamer* 2	

Special Report

BUSINESS AND FINANCE

**Capital Cities/ TCI □ Sony □
Viacom □ New aatchi □ Cox
Enterprises □ ision □ HSN □
Paramount □ W ne □ Comcast
□ Cablevision nes Mirror □
Gannett □ Kin ion □ Scripps
Howard □ Te Cablevision
Industries □ C Bradstreet □
QVC Network unnications □
Kodak □ FCB □ Washington Post □ A.H. Belo □ Univision Holdings □ Varian □ Meredith □ Media General □ LIN Broadcasting □ Spelling Entertainment □ TVX Broadcast Group □ Midwest Communications □ Jefferson-Pilot □ Liberty □ Westwood One □ Telemundo □ Malrite Communications □ Infinity □ Pulitzer Publishing □ Zenith □ Outlet Communications □ McGraw-Hill □ MGM/UA □ Lee Enterprises □ TCA □ Jacor Communications □ Park Communications □ Qintex □ American Family □ Gillett □ Jones Intercable □ Burnham Broadcasting □ Comsat □ New York Times □ Ackerly Communications □ Heritage Media □ Clear Channel Communications □ IDB □ FNN □ CCOR □ Burnup & Sims □ Price Communications □ Unitel Video □ Reuters □ Pathé □ Oak Industries □ Republic Pictures □ Playboy □ Falcon Cable □ Motorola □ Chyron □ Stauffer Communications □ dick clark □ Wegener □ Acton □ Fries Entertainment**

Fifth Estate finance in recent years has fueled headline-making mergers, has provided the lift to stock options and in general has been an enabler of corporate strategies and visions. If finance runs in cycles, however, few would doubt this is now a downward part of the curve. Thus, this Special Report focuses on some still active sectors including insurance companies and commercial credit companies. In addition, BROADCASTING ranks the industry in its "Top-100" ECI and revenue listing and unearths some buried treasures from this year's crop of financial statements.

The private placement world of media debt

Insurance loans to cable and broadcasters in many cases are replacing bank and public debt

The relationship between the Fifth Estate and the insurance industry is varied and extensive. Even before considering the debt financing provided by insurance companies, there are a number with broadcasting subsidiaries or substantial equity investments: Nationwide (four AM's, 11 FM's, four TV's); Durham Life (two AM's, two FM's, one TV); Jefferson-Pilot (five AM's, five FM's, two TV's); American Family (seven TV's), Reliance (Telemundo), American Financial (Great American Broadcasting Co.), CNA (CBS) and Liberty (Cosmos).

In the public debt market from which MSO's, broadcasters and programers have sought funds, insurers have been major purchasers, in some cases buying nearly half of new high-yield issues.

But most recently the conduit channeling much insurance money to the Fifth Estate has been in the private placement market, where one or more insurance companies provide fixed rate loans to broadcasters or cable operators. For cable, in particular, insurance private placements have soared at a 37% compounded rate over the past two years, from $2.7 billion at the end of 1987 to $5.1 billion at year-end 1989, according to Paul Kagan Associates Inc., which said the insurers then held 14% of total cable debt.

The insurer's proportion of both cable and broadcast financing has almost certainly increased over the first five months of 1990 as banks continue to hold or trim their media portfolios.

Insurance company financing typically has maturities of between five and 15 years, bearing interest rates pegged at a premium of 1¾%-2¼% over a Treasury Bill of a comparable maturity (10-year Treasury notes, for instance, recently were at 8.6%, so that a 10-year insurance loan might be 10.6%). Insurance money has long provided a structural alternative to bank money, since the latter was both shorter-term and because the interest rate fluctuated since it was pegged at, say, ¾%-1½% over the prime rate, now 10%. Insurance companies sometimes provided subordinated debt as well, which might or might not include warrants or other forms of equity.

Despite the competitive interest rates, many companies previously preferred to deal with banks, said Mike Marocco, president of Sandler Media Group: "Banks were more aggressive and willing to lend at a larger multiple of cash flow or a larger percentage of the company's value.

However, insurance companies, he said, have more recently begun to get aggressive. The media business has provided a home for an insurer's constantly growing investable funds. One way in which they have become more aggressive, said Marocco, is by being more flexible on loan terms. For instance, he said, insurance companies would typically charge a premium if the company tried to repay debt before the principal was due. Now, said Marocco, the premium is not a fixed amount but will instead be a function of the prevailing interest rates, the idea being only to "make whole" the insurance company for income lost from prepayment.

Insurance lending grew in the 1980's for

HLT: A three-letter worry

It is strange that a two-page commercial banking definition should have found its way into the lexicon of broadcasters and cable operators. Yet whether known by its full name, "highly leveraged transactions," or its abbreviation, HLT, the term is today discussed in some Fifth Estate circles with the same frequency as "ratings" and "share."

What people are talking about is a policy statement issued last October by the three federal agencies—including the Federal Reserve Board—principally responsible for regulating commercial banks. The definition, further clarified in a four-page memo in February, seeks to give bank examiners a way of categorizing, as either HLT or non-HLT, the risk to banks from loans they have made to "buyout, acquisition or recapitalization."

Theoretically there are no ramifications from a loan falling into the HLT category since the federal agencies have not established a limit as to how many such loans banks can make. But just as a single gradation in a debt rating has created a divide between the world of "junk" bonds and the world of investment grade securities, so too does the HLT definition threaten to reduce and raise the cost of loans to the Fifth Estate, many, if not most, of whose loans meet the HLT characterization. Not only does the definition "provide guidance to bank examiners," as the policy statement says, but it has already become the test of risk applied to bank portfolios by ratings services and shareholders and, therefore, by the bank's own loan committees.

Said Chuck Coon, senior investment manager for Westinghouse Credit Corp., and recently with Society Bank: "You do have to footnote it or note in annual or quarterly statements what the HLT exposure is relative to the capital base, which for some banks is 125%. That's like standing on top of the bank and saying: 'Hey! The government has determined these things [HLT's] to be risky.' " Due to problem loans and to the HLT criteria, banks appear to be pulling in their horns. *Grant's Interest Rate Observor* recently cited a Federal Reserve survey of senior bank lending officers which found that "with respect to mid-market customers, more than one-half of the respondents indicated that they had moved to make loan covenants more stringent since late 1989 and a similar number reported that they had tightened collateral requirements."

A short and reasonably accurate version of the two-page definition is as follows: An HLT loan is one made to fund a "buyout, acquisition or recapitalization" completed after Jan. 1, 1987, if the transaction's "original financing package" is at least $20 million and if it meets any of the following other critera: 1) It doubles the borrower's liabilities [a term including any and "all obligation and claims"] and raises such liabilities to at least half the size of the borrower's assets; 2) It raises the borrower's liabilities to at least three-quarters of assets, with at least a quarter of those liabilities coming from a buyout transaction, or 3) The loan is designated an HLT loan by the loan syndication agent. A HLT designation is not necessarily forever; it can be delisted after two years, as was the case recently with Viacom's LBO financing.

What many broadcasters and cable operators complain about is that the definition, relying on asset and liability tests, ignores the cash flow on which the media industry has typically been valued. **—GF** several reasons, according to Scott Inglis of American General. "First, the decline in Treasury rates led many people in the mid-80's to go from floating bank debt to fixed rate debt. Then there was a flood of LBO's [leveraged buyouts] and, following that, a lot of ESOP [employe stock option plan] transactions." Inglis continued: "The ESOP deals dried up in the middle of last year because of correcting legislation to the tax law. Although deals have since slowed somewhat, media is now one of the few industries where a sizable number of credit demands are surfacing."

Much of the increased credit demand is generated by media companies using insurance money to replace existing public or bank debt. For instance, Multimedia has sent out a proposal to raise several hundred million dollars to repurchase debt securities and repay some bank debt. News Corp. also was recently said to have raised just less than $100 million in insurance money, the proceeds of which were used to pay down bank debt. Companies are reducing their bank loans, either voluntarily or at the suggestion of their banks, which are trying to reduce their lending portfolios' proportion of "highly leveraged transactions" (HLT's), a category including many media companies.

The availability of insurance money also provides an opportunity for companies to reduce their exposure to higher-cost public debt, some of which has only recently become "cash paying." Insurance companies have, ironically, contributed to the demand for their private placement capabilities by pulling back their involvement in the public debt marketplace. Insurers were among the larger buyers of securities gone bad, including Univision and SCI Television.

On the one hand, it is next to impossible for borrowers to issue new high-yield securities publicly. On the other, it is now possible for some companies to buy in their debt at a substantial discount to face value, assuming they can borrow the money to do so.

Within the Fifth Estate, cable has been the biggest beneficiary of insurance company capital. Jim Gleaves, American General's portfolio manager, said: "The private market has appreciated the value of cable better than the public market. TCI might have public debt with a certain rating, but with us they get a better coupon on their debt than that rating would reflect. The public market is a superficially analytical market, requiring tight coverage ratios [cash flow to interest payments], whereas the private market looks at the stability of that cash flow. It is an inefficiency that I can't really explain."

American General's Inglis cited an example of the public market's inability to "appreciate" cable. "Continental Cablevision is really a great company, yet it is rated single B and the price of its publicly traded 12⅞ securities have declined 7%."

It is not an entirely even comparison between publicly placed debt and that placed with insurance companies. The latter is divided among a smaller number of creditors who have more leverage with the borrowing company and thus are able to insist on better protection for their loans.

Even with cable some insurers are cautious. At the end of 1988, cable represented roughly half of the $1.7 billion that Teachers Insurance & Annuity Association (TIAA), one of the bigger lenders to the media industry, had placed with media and communications companies, the second-largest industry in the insurer's $10 billion placement portfolio. But, said TIAA's Michael O'Kane: "At this point our tie to cable...would bear some watching. They are in very good shape relative to industry as a whole," but with "technological developments we would prefer to be exposed now for less than 10 years rather than more than 10 years."

Broadcast radio and TV represented about one-fifth of TIAA's media and communications segment. O'Kane said that despite the slowdown in advertising revenue, TIAA considers placements to broadcasters "as long as reasonable diversification and the debt to cash flow ratio is not out of line." Among its recent loans have been a $20 million senior loan and a $17 million subordinated loan, both due in 1999, to radio group owner Evergreen Media Corp.

Insurers have recent cause to be concerned about the quality of their portfolio as governmental attention has expanded beyond banks and S&L's to the insurance companies.

Some states already have regulations that effectively limit insurance loans to media companies, said Harold Guenther, director at Kemper Financial Services. He said that in Illinois, where Kemper is based, the insurance code prohibits them from lending to companies with "negative net worth," a category that includes virtually all cable MSO's.

A proposal to effectively increase insurers' cost of carrying publicly traded high-yield debt has been made by the National Association of Insurance Commissioners, which represents the state commissioners who largely regulate the insurance industry. Their oversight may get even tougher in an effort to forestall federal intervention in insurance regulation.

One area that state regulators may take a closer look at, said one insurance lending officer, is the credit ratings that insurance companies assign to their own placements. Even for publicly traded issues, where Moody's or Standard & Poor's have assigned a rating, the insurance companies sometimes assign a different, often better, rating.

Another constraint on insurance lending has been the size of insurance loans. Marocco said that a $250 million insurance loan, syndicated, or shared, among a number of insurers is still a "big deal.... Committing $50 million to any one credit for an insurance company is a lot." Agreeing was O'Kane, who said Teachers had occasionally placed loans for as much as $100 million, but that the average was a little under $23 million. More recently, he said, the typical participation by Teachers was in the $30 million-$50 million range. **-GF**

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The BROADCASTING Top 100 tops $40 billion

BROADCASTING's 12th annual survey of the Fifth Estate's Top 100 companies shows electronic communications-related operations of publicly reporting companies generated $40.9 billion in revenue, a 6% increase over last year's Electronic Communications Index (ECI) revenue of $38.5 billion.

Most of that $2.4 billion jump was concentrated in the top 10 companies which, at $21.4 billion, accounted for over half the ECI pie. Last year, ECI revenue for the top 10 was about $19.6 billion.

ECI revenue comprises a company's business interests in radio, TV, cable, satellite, allied services and manufacturing. The service industry includes advertising agencies and the Arbitron and Nielsen rating services. Items not included in ECI revenue for programers include revenue from the home video market and traditional theatrical motion picture exhibition. Items not included for manufacturers such as Sony and Zenith include television sets or any products for the general public and not built specifically or primarily for Fifth Estate commercial use.

The top three companies in 1988—Capital Cities/ABC, General Electric and CBS—finished in that order again in 1989. Capital Cities/ABC had an ECI revenue of $3.9 billion, a 4% gain from 1988. General Electric, NBC's parent company, was roughly flat, with a decline in NBC's operations offset by an increase in satellite revenue. NBC's decline was in comparison to 1988, an Olympics year which resulted in higher ad revenue. CBS's almost $3 billion revenue was up 6.5% compared to a year ago.

Finishing fourth this year was Time Warner, which had the same spot on the chart in 1988 as pre-merger Time Inc. (in 1988 Warner was ranked ninth). Cable MSO Tele-Communications Inc. was again fifth, followed again by Sony, whose $1.9 billion in ECI revenue had been boosted by the acquisition of Columbia Pictures Entertainment.

Rounding out the top 10 were Viacom, remaining at seven; News Corp., jumping 12 spots to number eight; Turner Broadcasting, up two spots to number nine, and ad agency Saatchi & Saatchi, up four to number 10.

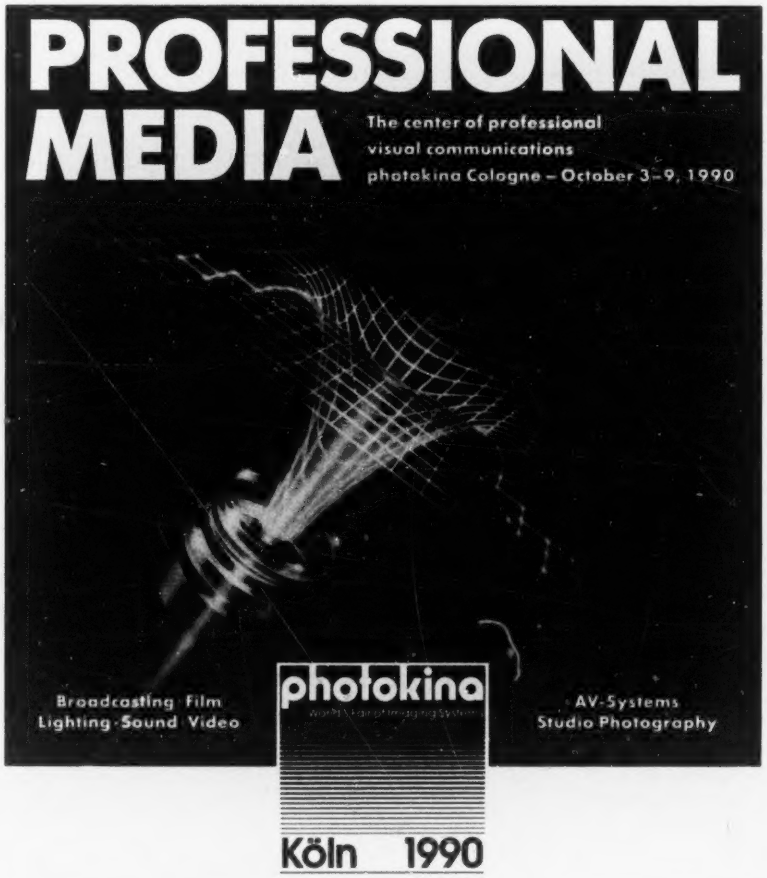
Falling out of the top 10 were Paramount, which last year, as Gulf + Western, was ranked eighth, and General Instrument, which fell from 10th to 13th.

Last year, the last company to make the cut was Playboy, with an ECI revenue of $28.8 million. This year, Fries Entertainment was the 100th company, with an ECI of $23 million.

Many factors account for the change in the ECI revenue cut-off, lowering the price of admission to the Top 100. For starters, mergers such as Time Warner and buyouts like Sony-Columbia opened up a few more spaces by reducing the number of corporate players. Also, Knight-Ridder, which last year had an ECI of $110.4 million, sold all its television station properties, and its cable interests are not consolidated with its total revenue.

The following two-page chart lists each company's ECI ranking, revenue and percentage of total revenue. The fourth column lists the company's total revenue, followed by its ranking based on total revenue. Percent changes in total revenues and earnings over 1988 figures are also included. Comparisons to last year's chart may not prove to be an effective barometer of change in revenue or income because companies often adjust financial statements on a year-to-year basis because of consolidations or reclassifications of business subsidiaries. Thus, figures for 1988 are those provided by the companies and not those from the 1988 BROADCASTING Top 100 chart (BROADCASTING, June 4, 1989). For comparison purposes, the far right-hand column of the chart shows each company's ECI ranking in 1985 (those that didn't make the list that year are disignated with an NM).

Not all companies in the chart operate within a calendar year. Several have fiscal years that ended in June or August of last year, or March of this year. —JF



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The Top 100

ECI Rank	Company	ECI Revenue (in Millions)	ECI % of Total Rev	1989 Total Revenue (in Millions)	Rev Rank	% Change From '88	1989 Total Earnings (in Millions)	% Change From '88	1985 ECI Rank
1	Capital Cities/ABC	$3,900.0	78.7	$4,957.4	10	4	$485.7	25	17
2	General Electric	3,410.0	6.2	54,574.0	1	9	3,939.0	16	26
3	CBS	2,959.9	99.9	2,961.5	18	6.6	296.3	-74.2	2
4	Time Warner	2,401.0	40	10,779.0	7	NM	-432.0	NM	NM
5	TCI	2,330.0	77	3,026.0	17	33	-257.0	NM	7
6	Sony	1,921.9	10.4	18,343.0	3	13	654.8	19	12
7	Viacom	1,436.2	100	1,436.2	30	14	131.1	NM	11
8	News Corp.	1,050.0	16.5	6,396.8	9	47	944.6	177	NM
9	Turner Broadcasting	1,032.6	92	1,065.1	36	32.1	-70.6	NM	23
10	Saatchi & Saatchi	1,003.6	61	1,645.2	27	7.7	-122.9	NM	30
11	Cox Enterprises*	968.0	49	1,974.0	23	8.7	NM	NM	NM
12	MCA	916.6	27	3,382.3	16	16.6	191.8	16	8
13	General Instrument	817.0	59	1,377.3	32	5.5	98.7	15	22
14	Continental Cable.	780.6	100	780.6	40	25	-192.8	NM	NM
15	HSN	774.3	100	774.3	41	6	-14.9	NM	NM
16	Paramount	759.0	22.3	3,391.6	15	11	1,465.4	280	37
17	Westinghouse	646.0	5.0	12,844.0	4	2.8	922.0	12.0	5
18	Interpublic	628.45	50	1,256.9	34	7.9	70.6	17.4	9
19	Tribune	584.3	23.8	2,454.8	20	5.1	242.4	15.2	21
20	Comcast	502.6	89.3	562.3	44	25	-148.7	NM	68
21	Cablevision Systems	492.7	100	492.7	46	-0.16	-153.6	NM	53
22	Disney	468.0	10	4,594.3	11	34	703.3	35	74
23	Omnicom	458.7	45	1,019.3	37	14	46.8	19	NM
24	Harris	442.4	18.5	2,213.6	22	23	21.3	-79	10
25	Times Mirror	435.3	12.4	3,517.5	13	5.6	298.0	-10.2	58
26	Gannett	408.4	11.6	3,518.2	14	6	397.5	9.1	33
27	King World	396.4	100	396.4	53	41.7	76.1	25.3	77
28	Scientific-Atlanta	385.8	70	546.8	45	8	36.3	22	28
29	Multimedia	324.8	70.2	462.7	48	5.3	38.7	43.9	48
30	Orion	301.0	64	468.9	47	10	13.9	14	62
31	Scripps Howard	300.4	100	300.4	58	9.4	21	27	54
32	Tektronix	296.3	20	1,433.0	31	1	18.9	NM	29
33	Control Data	290.0	10	2,934.5	19	-19	-680.4	NM	13
34	Great American	282.4	94	300.6	57	-10	-115.6	NM	46
35	Cablevision Industries	258.8	100	258.8	61	106	-20.2	NM	NM
36	Chris-Craft	246.7	92.2	267.5	60	7	473.3	4,281	55
37	3M	239.0	2.0	11,990.0	5	5.9	1,244.0	7.8	24
38	Grey	230.2	56	411	51	10	13.9	-10	51
39	SCI Television	220.4	100	220.4	63	-2	-156.6	NM	10
40	Dun & Bradstreet	216.0	5	4,321.8	12	1.3	586.4	17.5	52
41	GM/Hughes	200.0	1.76	11,359.0	6	1	632.4	-3	NM
42	QVC Network	193.1	100	193.1	64	72	9.0	NM	NM
43	Adelphia Comm.	187.6	100	187.6	66	43	-12.6	NM	NM
44	Century Comm.	187.3	98	191.2	65	17	35.5	NM	86
45	Kodak	184.0	1.0	18,398.0	2	8	529.0	-62	38
46	FCB	182.6	56	326.0	56	-15	19.6	48.5	35
47	Washington Post	182.5	12.6	1,444.1	29	5.6	197.9	-26.5	49
48	A.H. Belo	179.2	43	417.1	49	8.2	23.4	131.8	44
49	Univision Holdings	153.1	100	153.1	74	15.8	-52	NM	NM
50	Varian	147.8	11	1,343.6	33	15	31.5	13.5	66

*Does not provide information on earnings.

The Top 100

ECI Rank	Company	ECI Revenue (in Millions)	ECI % of Total Rev	1989 Total Revenue (in Millions)	Rev Rank	% Change From '88	1989 Total Earnings (in Millions)	% Change From '88	1985 ECI Rank
51	**Meredith**	143.2	18	791.9	39	16.7	33.2	-30	61
52	**Media General**	139.5	23	606.4	43	-19.8	20.7	135	67
53	**LIN Broadcasting**	139.0	55	250.7	62	11	57.4	-30	47
54	**Spelling Ent.**	138.9	96	143.9	76	20	12.5	-35	NM
55	**TVX Broadcast Group**	130.5	100	130.5	79	-13.5	-29.4	NM	NM
56	**Midwest Comm.**	129.1	80	161.4	72	41	1.0	21	10
57	**Jefferson-Pilot**	127.0	11.1	1,140.2	35	3	137.7	36	79
58	**Liberty**	124.6	34.9	356.6	54	12.4	33.9	49	72
59	**Westwood One**	117.5	90	130.6	78	18.7	-3.5	NM	NM
60	**Telemundo**	116.4	100	116.4	80	14	-38.2	NM	NM
61	**Malrite Comm.**	109.5	100.0	109.5	81	-1.1	-5.5	NM	75
62	**Infinity**	107.8	100	107.8	82	11.2	-43.4	NM	NM
63	**Pulitzer Publishing**	105.4	26.2	402.2	52	2.9	31.4	59.8	NM
64	**Zenith**	100.6	6.5	1,549.0	28	11	-68.4	NM	43
65	**Outlet Comm.**	99.3	100	99.3	83	-5	15.9	NM	NM
66	**McGraw-Hill**	97.3	5	1,789.0	25	7	47.8	-74	71
67	**MGM/UA**	87.9	10	876.5	38	30	20.0	-43	73
68	**Lee Enterprises**	80.0	29.7	269.5	59	6.7	43.0	5.2	85
69	**TCA**	79.0	100	79.0	85	100	10.8	13	NM
70	**Jacor Comm.**	76.9	100	76.9	86	10	-15.4	NM	NM
71	**Park Communications**	73.2	44.9	163.1	71	1.7	18.7	-1.8	84
72	**Qintex**	72.8	85	85.7	84	NM	-33.2	NM	NM
73	**American Family**	70.6	2.9	2,438.2	21	4.7	80.8	-25.8	90
74	**Gillett Holdings**	67.2	8.7	773.5	42	3.4	-36.6	NM	NM
75	**Jones Intercable**	65.8	100	65.8	88	37	-24.3	NM	NM
76	**Burnham Bcstg.**	62.7	100	62.7	89	13	-19.6	NM	NM
77	**Comsat**	62.0	15	411.5	50	14.6	62.5	0.89	100
78	**New York Times**	60.0	3.3	1,768.9	26	4	266.6	59	81
79	**Ackerly Comm.**	50.1	34.3	146.3	75	10.5	-7.2	NM	NM
80	**Heritage Media**	48.9	29.6	165.0	70	255	-30.0	NM	NM
81	**Clear Channel Comm.**	45.7	100.0	45.7	93	30.2	-0.3	NM	NM
82	**IDB**	45.6	75	60.7	90	202.5	1.8	324	NM
83	**FNN**	44.6	100	44.6	94	40	3.0	-36	NM
84	**CCOR**	43.0	80	53.8	91	47	5.2	239	NM
85	**Burnup & Sims**	42.6	24	178.4	67	-14	9.2	29.3	83
86	**Price Comm.**	40.6	60.3	67.3	87	-18.6	-40.2	NM	NM
87	**Unitel Video**	38.6	100	38.6	96	14.6	-0.4	NM	NM
88	**Reuters**	38.2	2	1,910.9	24	18.3	290.8	43	NM
89	**Pathé Comm.**	35.7	10.2	349.5	55	-6	-32.4	NM	NM
90	**Oak Industries**	33.6	21	160.2	73	-2	-25.5	NM	88
91	**Republic Pictures**	32.9	69	46.5	92	-10	0.138	NM	NM
92	**Playboy**	31.5	19	166.2	69	4	-3.8	NM	93
93	**Falcon Cable**	30.1	100	30.1	99	23	-4.9	NM	NM
94	**Motorola Inc.**	29.0	0.3	9,620.0	8	16.6	498.0	12	15
95	**Chyron Corp.**	27.0	60	44.2	95	-4	-2.3	NM	NM
96	**Stauffer Comm.**	25.7	19.4	132.6	77	-1.4	5.1	-0.6	94
97	**dick clark**	25.6	100	25.6	100	21	2.6	NM	NM
98	**Wagener Corp.**	24.6	81	30.4	98	41	1.1	-36	NM
99	**Acton Corp.**	24.0	11	178.0	68	25.3	18.5	NM	NM
100	**Fries Entertainment**	23.0	66	34.8	97	-22	-2.1	NM	NM

Busy commerce for commercial credit

With their freedom from regulation circumscribing banks, finance companies are moving up food chain in lending to Fifth Estate

Commercial credit lending to the Fifth Estate is undergoing a reorganization, in part a response to changes in the credit climate. Within the past year at least half of the half-dozen or so major commercial credit companies (also referred to as finance, or credit, companies) have set up specialized departments to focus solely on media. Some are handling larger transactions than previously, while others are considering diversifying their portfolios to include media operations other than radio and TV.

The largest commercial credit company, General Electric Capital Corp., stabilized its portfolio over the past year, while most of its smaller competitors continued to expand the total volume of loans outstanding to the industry. But given the contraction in certain other key debt markets, particularly among banks and subordinated public debt, the demand is apparently outpacing supply, enabling finance companies to be selective about the quality and pricing of new loans. In short, it appears to be a good time to be in business.

Commercial credit companies have provided the fastest growing source of financing for both cable and broadcasters, with cable loans jumping at a 75.5% compound annual rate between year-end 1987 and 1989, while those for broadcasting grew at a 27.7% compound annual rate—that according to Paul Kagan Associates. In total, year-end commercial credit loans to the Fifth Estate added up to almost $5 billion, an amount still increasing.

One reason that credit companies can take market share away from the banks is that, being essentially unregulated, they are not affected by the not-so-subtle discouragement banks face in making "highly leveraged transaction" loans to the Fifth Estate. Mike Cummings, senior vice president and manager of GE Capital's Media & Communications, said he has even been in discussions with some banks about buying their media portfolios outright.

Commercial credit companies have also been able to provide a wider array of financing options than banks, with everything from fixed or floating rate loans to various kinds of subordinated debt and, in some cases, equity financing. Said Cummings, "We don't have to be as particular as banks about [loan] amortization schedules, and our interest could be either paid currently or deferred, ignoring certain ratios and other kinds of things that bank examiners would typically focus on."

Historically, credit operations made loans at rates three or four percentage points higher than banks and were not considered to be a senior lending resource for many companies. According to Matt Breyne, vice president of Greyhound Financial's media group, "If you envision lending as a food chain, we were generally considered on the bottom of that chain, with the banks and insurance companies skimming the less risky deals." Now, said Breyne, "The HLT (highly leveraged transaction) has moved some very reasonable credits down in our area."

Heller Financial's executive vice president, John Shemancik, agrees. "The total market has contracted by some 50% or 60% from a year ago. That is primarily a function of a lack of liquidity in the marketplace, primarily associated with HLT regulations. Within that diminished marketplace we are seeing a fair number of transactions, ones that are very supportable."

There are also new commercial credit players in the business, and rates, at least in some cases, are more competitive. Steven Pruett, who as manager of Blackburn Capital Markets helps arrange financing for station buyers, said: "Banks are now at prime plus 1½%-1¾%, while commercial finance companies are at 1¾%-2¾%.... We are not talking about prime plus four or five and there is no longer the stigma." Stephen Turpin, head of AT&T Capital Corp., agrees. "I think people will find that pricing on the better deals is within 50 basis points [half a percent] of the banks."

Because of the turmoil in the credit markets and because credit companies are more competitive, most, if not all, have more than enough business and have the luxury of being very selective.

This is true not just because of HLT's and the collapse of the new-issue high-yield debt market, but also because several commercial credit companies had earlier pulled back on their participation. Barclay's business credit, for one, moved its loan operation over to the bank side. Others said to have become less active players are Firstmark Credit and Glenfed.

The resulting credit demand has reached the point, said Robert J. Maccini, vice president of Chapman Financial Services, that regardless of the rates, it is very important

Maccini

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for media companies just to get the money: "...If a finance company wants to take advantage it could do so." Greyhound's Breyne noted that pricing was driven down when every bank had a "broadcast lending group." With supply and demand now working the other way, "That does put upward pressure on rates," he said, "...If I had to make a guess, we are looking at rates being forced up between one-fourth and one-half percent."

Commercial credit companies have motives other than expanding profit margins to be concerned about credit quality and rates. Most typically, they are themselves dependent on the capital markets for funds and are issuers of commercial paper or medium term debt. They, too, have to please an audience that includes Moody's and Standard & Poors.

Moody's analyst, Stephen Shippie, confirmed the dependence: "Their lifeline is medium term notes and commercial paper, a market in which there is a lot of turbulence going on. We and some of the major purchasers of commercial paper are taking a conservative tack...and there has been an increased price for those (credit companies issuing commercial paper) with lower ratings." Recently adopted accounting rules requiring companies such as General Electric and Chrysler to consolidate the balance sheets of their independent finance operations has also emphasized the importance of a quality loan portfolio.

The segments most hurt by the increased demand for commercial credit have been radio and smaller markets, said Maccini: "Right now finance companies who do business in the $1½ million-to-$25 million loan range—principally Greyhound, AT&T and Chrysler—are inundated. There aren't that many radio groups that need to borrow more than $25 million dollars."

The boom in business has already attracted some attention from those credit companies not actively involved in lending to the media industry. Shawn Somerville of Whirlpool Financial said that the head of the company's specialized finance group will, probably be "taking a look" at setting up a media operation." **GF**

Going commercial: A look at some lenders

AT&T Commercial Finance

AT&T Commercial Finance dates to before 1900 but it did not have a media finance group until acquiring that of PacifiCorp Credit in February. The divestiture, of which the $100 million media portfolio was only a part, was forced upon PacifiCorp because new accounting rules require the utility holding company to consolidate the credit operation with the utility's balance sheet, thus raising questions with state utility regulators.

Turpin

Stephen Turpin Jr., who continues to run and expand the portfolio, said AT&T's operation is still focused on the "middle market" of $1 million-$10 million transactions, which by definition means a "heavy skew toward radio." But as part of the new parent company, he added, the credit operation is also willing to consider "new and larger targets of opportunity as they come by."

Among the broadcasters financed by AT&T are All Pro Broadcasting, Faircom Inc. and Steve Adams Jr.

Turpin said that while manny of AT&T's loans are to stand-alone stations, some of its problem loans have been to group owners: "The theory is that with a group, you'll have one station hitting if the other station is losing. But some groups have two out of three that aren't hitting."

The credit company's success lending to stand-alone properties, he said, is due to finding operators who know the market and are lending conservatively: "We don't like to fund market leaders, and if we do, it is at a more conservative level, maybe 50% of (the station's) value. With a poorly performing station we will go in aggressively, at 60% to 70% of value."

AT&T is not currently lending to cable, said Turpin: "When our business plan was put together the values of cable had already been bid up to $2,000 per home. In addition, there was a lot of industry consolidation and the bigger players were able to make it [lending] a pricing game, with banks bidding down rates to where it was barely profitable and not attractive to me as a lender."

Chrysler Capital Corp.

Chrysler Capital Corp. is an example of a commercial credit operation that recently (in January) decided to establish a specialized media operation. Some of its larger corporate finance clients are still served by a Greenwich, Conn.-based office, but most deals between $2 million and $20 million are now run through Chrysler Capital's Atlanta office, where the media group is based.

Mike Butterly, national manager, broadcast investments, explained the restructuring by noting the media industry was "relationship-oriented, one where you can have repeat business and can grow with your customer base."

Currently, the media portfolio is just less than $300 million, predominantly in radio and broadcast television. Butterly said that Chrysler initially looked only at larger market transactions but is now willing to consider medium markets as well: "Initially, we took more of a narrow market focus, to make sure that we were growing a healthy portfolio." He noted that some lenders are more comfortable with larger markets, both because there are more buyers should the properties need to be refinanced and because larger markets typically have a more diverse economic base.

DeMita

Among deals financed by Chrysler Capital were Spanish Radio Network's purchase of WQBA-AM-FM Miami. Other Chrysler clients have included Opus Media and Ragan Henry.

Mike DeMita, manager, broadcast investments, said that typical financing terms were 5-8 years, with lending multiples up to eight times trailing cash flow. The group could provide senior and subordinated debt, but not the latter alone. Although not providing equity financing, Chrysler, like most other credit operations, will take warrants attached to the subordinated debt, although it also does "straight" subordinated debt. Butterly said the firm offers both fixed and floating rate terms and added that recently more customers are choosing the latter. DeMita said that a typical deal would have the buyer providing 20% of equity.

General Electric Capital

General Electric Capital has the largest media portfolio of the commercial credit companies, with roughly $2.8 billion in financings, half of that to cable operators. Most of the portfolio's growth took place in just two years, and since then GE Capital has been studying and altering its client mix.

Mike Cummings, senior vice president and manager of GEC's media and communications group—there is also an entertainment group headed by Ray Martin—said the two groups employ 18 professionals. Of the remaining $1.5 billion in the portfolio, about a third is in broadcast television financings, another third is in outdoor, and the remainder is in publishing and theaters.

Cummings, who prior to GE Capital had worked in financial jobs at GE's then-cable and broadcasting divisions, said the group is diversifying its portfolio somewhat away from television and toward publishing and telecommunications: "It is not that they [broadcast and cable] aren't desirable industries, it is rather a portfolio decision."

But Cummings said the way GE Capital, along with others, does business has been affected by industry and big-picture trends: "The growth of the economy and advertising affects the ability to grow cash flow at the same rates as three to five years ago. Given that concern, people such as us are more conservative in advancing multiples [of loans to cash flow] and in accepting deferring interest."

Among GE Capital's recent financings were $115 million in senior bridge financing to New World Entertainment and a loan last year to V Cable consisting of $400 million in senior loans and $50 million of junior subordinated debt. Other regular clients have included Robert M. Bass, Adams Communications and partnerships headed by I. Martin Pompadur.

Cummings

Because of such high-profile clients and sizable loans, GE Capital's problem financings have also received more attention. Such was the case recently when GE Capital took ownership control of stations belonging to Pegasus Broadcasting. That problem is said to have been caused, however, by problems that GE Capital's sister company, Kidder Peabody, had in publicly placing the group owner's debt. GE Capital's control would be attributed to the television ownership limits affecting another sister company, NBC.

So far this year GE Capital has yet to complete any fundings, but Cummings said the group expects to do so in the second half, "now that the financial markets have settled down somewhat."

Despite GE Capital's mega-deal image, Cummings said the company does look at deals of less than $50 million "in a new industry where we are trying to get experience or if we are trying to start a relationship with a particularly attractive management team."

Greyhound Financial Corp.

Until three years ago, Greyhound Financial Corp. was a leasing company. But it refocused its operations to commercial lending after the 1986 legislative changes that reduced the tax benefits of the leasing business. Based in Phoenix, its media lending arm is headed by Matt Breyne, vice president, who estimates the media portfolio at nearly $250 million, or almost 15% of Greyhound's total business.

Breyne

Within the media portfolio, said Breyne, roughly 70% is in radio and TV, with the remainder in cable and outdoor. Radio ranks at the top of the list largely because Greyhound focuses on the lower end of the transaction range, roughly from $2 million to $15 million. Said Breyne: "Between the big banks and local banks we have found a niche." Among its larger deals was a $12.5 million senior secured credit facility provided to group owner Vetter Communications.

For the future, Breyne expects the credit company will increase its media portfolio to nearly $300 million by the end of this year, and afterwards by roughly 10% per year. He said the firm screens the quality of deals it takes on to maintain its own credit ratings, which have been upgraded several times over the past few years: "We don't have any large real estate exposures.... In an environment where most are getting [ratings] downgrades, we have had a good back room, and so out of $1 billion in total assets, only $50 million are non-performing."

Heller Financial

Heller Financial has been involved in communications lending since the mid-1970's but it, like most other commercial credit operations, has seen structural changes. Executive Vice President John Shemancik said that most of the changes have occurred since 1984, when Heller was acquired by The Fuji Bank Ltd.

One change is that Heller is now financing larger transactions—they average roughly $25 million-$30 million—although Heller's share of debt financings range from $15 million to as high as $75 million. Projects have included $27 million of senior financing and $9 million of mezzanine financing for Capstar Communications' purchase of six radio stations. Heller also helped Narragansett Capital finance its acquisitions.

Shemancik

Heller's media portfolio totals roughly $900 million, and includes financing for broadcast, cable, newspaper, magazine, cellular, paging and outdoor properties. Shemancik said that no one category accounts for more than 25% of the portfolio.

There are other ways in which Heller balances its portfolio, including loaning primarily for multiple property transactions. Said Shemancik: "We like the spread of risk, which makes us feel more comfortable about going deeper into the capital structure...financing the mezzanine layer and, as of late, taking equity." The debt financing, he added, has become more "sophisticated. In some instances we provide pay-in-kind debt, even at the senior level."

Shemancik said Heller is usually either the sole or lead lender, but added that over the last year the company has syndicated some of the loans, "primarily as a method of managing our portfolio." The commercial credit company has also been a part of bank syndicates. Just within the past few months the media business division was moved from Heller's "special industries group" and placed within the "leveraged funding group."

Westinghouse Credit Corp.

Westinghouse Credit Corp. one year ago announced the formation of a "major industries group" in which media was one of the first three industries. Bradley Leibold, managing director of the group's media lending, said the current portfolio of loans was roughly $300 million, a sum that would probably increase by another $125 million by the end of the year. The department has increased in a year from two people to six, and now includes Chuck Coon, senior investment manager, who was recently hired from Society Bank.

WCC's primary focus is on radio and cable. Leibold said that although declining audience share for TV stations was a problem, the group was still looking for its first transaction, probably in the top 75 markets: "We are seeking the ideal transaction for our first [TV station] deal.... That becomes the standard."

The group's first radio transaction was a $95 million financing for Westwood One's purchase of KQLZ-FM Los Angeles last year. Others included roughly $65 million in senior, subordinated and equity financing provided to cable MSO Vista Communications, and a recently closed loan of roughly $75 million to Falcon Cable. Additional cable deals totaling $135 million are "in documentation," said Leibold.

The managing director ran through a hypothetical WCC deal that would include senior debt—provided on three-quarters of all WCC transactions—subordinated debt and equity. The financing would have a maturity of 10-12 years, but warrants would allow WCC to "put" the financing to the company after five years, and one year later, the company could "call" WCC's interest. The put/call, said Leibold, "effectively causes a refinancing of the transaction.... If we aren't the senior lender by year five, the senior bank should be comfortable enough to take out our subordinated debt."

Diving for pearls in proxies and annual reports: The stories behind the statements

Company filings with the Securities and Exchange Commission are probably the last place one would look to find information about ski vacations, Racquel Welch and "The Last Temptation of Christ." However, these are just some of the items BROADCASTING turned up in this year's crop of Fifth Estate proxy statements and annual reports. What follows are some of the more interesting bits of information.

Executives don't always just get paid annually, some still pull in "hourly" wages as well. E. Duke Vincent, a board member of Spelling Entertainment and vice chairman/executive producer of Aaron Spelling Productions (ASP), has a contract that not only provides a base salary of $400,000 annually but also could give him, for his services as executive producer, $10,000 for each half-hour series program produced by ASP; $15,000 for the first hour of each series program longer than half an hour; $15,000 for each additional hour beyond the first hour of each series program; $25,000 for each one-hour television series pilot, and $25,000 for each hour of a made-for-TV movie or mini-series.

- Not all brokers help buy and sell media properties. In July 1987, Video Juke Box Network Inc. retained the services of shareholder J. Patrick Michael's company, Communications Equity Associates (CEA), as a consultant. The agreement required Video Jukebox to pay CEA a minimum of $15,000 per month. CEA also received royalty fees for every Video Jukebox "unit" placed in a cable system or contracted to be placed in a system. CEA continues to perform expansion consultation for Video Jukebox, and the company has agreed to pay CEA $167,500 starting last July.
- While Ted Turner has been courting Jane Fonda, another Hollywood actress did not fare as well. On Jan. 29, a court cut in half the $10.9 million awarded to Racquel Welch for having been removed from an MGM/UA production. Turner Broadcasting, which inherited the damage award as part of its MGM/UA acquisition, is still not happy and two months ago filed a petition for review of the case with the Supreme Court of California.
- George Gillett set up a barter arrangement between the SCI Television stations and his resorts in Vail and Beaver Creek, Colo. Stations could trade skiing visits for station advertising time, which was priced at a 25% discount rate. The financial document attributed the discount to the stations having "broad parameters as to when their commercials can be telecast" and to the ads being immediately preemptible. In 1988, resort advertising exceeded the stations' skiing by $1.1 million, but in 1989 the stations had a net expense of $79,000.
- Turner Broadcasting System and minority shareholder Time Warner had a slightly different barter arrangement, the value of which jumped from $978,000 in 1988 to $6.2 million last year. Both sides agreed to "certain direct response, reciprocal and cash advertising commitments during the term of the agreement involving the company's [TBS's] programing services and certain publications published by Time Inc." Time also paid TBS $1 million for a Goodwill Games sponsorship that ends May 31, 1992.
- Few companies appeared to have as many ties as Great American Communications Co. (GACC) did to other entities controlled by Cincinnati-based financier Carl Lindner. GACC received $1.5 million for radio and TV ad time from other Lindner-controlled entities, including Hunter Savings Association, Chiquita Brands International, Circle K convenience stores, The Provident Bank, United Dairy Farmers (principally owned by Lindner's brother, Robert D.) and Thriftway Supermarkets (principally owned by brother, Richard E.). From Lindner's primary investment vehicle, American Financial Corp., which is GACC's majority owner, the group owner bought $200,000 worth of lodging and conference services and $2.5 million in insurance premiums.

Programing payments to some companies from their own shareholders were often substantial.

- For 1990 and thereafter, the TVX Broadcast Group is committed to pay Paramount $12 million for syndicated programing. Because Midwest Communications President and Chief Executive Officer James Rupp is on King World Productions' board of directors, the programer had to disclose that Midwest's TV stations paid King World "6.1% of reported consolidated revenues or about 5.3% of estimated consolidated gross revenues for Midwest Communications' last full fiscal year."
- TBS said that payments received from Tele-Communications Inc. and affiliates increased from $15.3 million in 1988 to $38.1 million in 1989. Program payments from another TBS shareholder, Time Warner, jumped from $11.4 million to $18.9 million. In 1989, TBS's stockholders paid almost $4 of every $10 received in subscription fees.

Proxy statements and annual meetings are a forum for shareholders to express their viewpoints. Three Paramount Communications Inc. shareholders thought that the job of running Paramount was too much for one man. The shareholders said that while they have "great admiration for Paramount Chairman and Chief Executive Officer

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WHAT A DUMMY
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THIS WEEK

Paramount's Larry Levinson, Frank Mancusco and Mel Harris arrive at FCC last week, as did other Hollywood and network executives, to report on progress of fin-syn talks.

27 / DOWN TO THE WIRE (AGAIN) ON FIN/SYN

The networks and Hollywood trooped to Washington last week to tell the FCC they hadn't been able to make a deal—then just as quickly trooped off to try once again. That will happen tomorrow and/or Wednesday in L.A. as they try to bring their acts together. Failing all that, the FCC's rulemaking kicks in Thursday. Also: What the respective sides have in mind.

29 / BEST LAID PLANS

The cable TV industry, besieged by the threat of reregulation for the last two years, suffered a major setback Thursday when the Senate Commerce Committee passed a bill that, among other things, gave competing media a right to cable programing. It was more than the industry could stomach. So, although its most fervent desire is for a reregulatory bill it can live with, the industry will now seek to kill the Senate bill and abandon legislative hope for this session of Congress.

Meanwhile, Montana Senator Conrad Burns's attempt to add telco entry to the cable package was derailed onto a stand-alone siding of its own, giving cable still another target to shoot at. But it will have help from the broadcasters on that score; they're similarly anxious to hold the line.

31 / FOXIER AND FOXIER, AND NEWS TOO

In a move that is certain to alter the local news terrain, Fox unveiled for its first full-blown affiliates meeting some details of the national news service it is preparing for its station members (most of them UHF). Fox told the affiliates it hopes that all 129 will begin producing a 10 p.m. newscast within the next two years. Toward that effort, it will provide start-up help, offering low-cost equipment and news sets to stations not already in the news business.

The Los Angeles meeting was considered "the coming of age of a new network." Once just a day stuck onto the end of the Association of Independent Television Stations convention, the Fox affiliates conclave is rapidly pulling alongside the meetings of the big three networks as a major industry event.

31 / VIACOM LOGS IN ON TIERING

Viacom Cable joins other MSO's in instituting a negative option tier—that the viewer can skip if he wants to—for an average of eight services for between 75 cents and $1.20.

33 / ARE THE BRITISH FUNNIER? CBS HOPES SO

35 / NBC AFFILIATES IN WASHINGTON

In a show of force designed primarily to impress Congress with its unity on financial interest and other issues of interest to the over-air medium, NBC assembled its television affiliates in Washington last week for a series of meetings that also heard concerns over a $200 million shortfall in advertising revenue and distress over Nielsen's peoplemeter. The network hopes to strengthen its news division and to stem the ratings slide in the morning and evening news races.

39 / TRACKING THE RATINGS RACE

What has seemed etched in stone for the last half-decade isn't anymore. NBC, for years the automatic assumption to be first, is now—in the opinion of industry observers—vulnerable to the onslaughts of the other three. Still, it is doubtful that any are in a position to take full advantage of that vulnerability. A perspective on the balance of power.

43 / FIGHTING NETWORK EROSION

As the usually sleepy summer television season begins, there is more at stake for the three major TV networks than ever before. Each is preparing to air an unprecedented amount of original summer programing just as advertisers set their rates for stations.

44 / PROMOTING CARTOONS

With almost all syndicated children's programing relying on barter advertising dollars, Warner Bros. and Buena Vista TV are spending up to $100 million each to promote their new programs and characters. They will outline their respective local marketing campaign strategies to station promotion executives during this week's BPME/BDC in Las Vegas.

48 / THE CHANGING FACE OF CHR

Faced with diverse audience preferences, changing listener demographics and new advertiser priorities, some question whether CHR-Top 40 will survive as mass appeal music—or what form it will assume next.

51 / HYBRID RADIO PROGRAMER

Emmis Broadcasting's Jeff Wyatt, widely considered one of the pioneers of hybrid contemporary hit radio and a leader in current CHR-Top 40 programing, is winning over listeners, critics and mainstream radio and record industry executives with his own form of the format.

53 / CABLE'S GROWTH AREAS

Local advertising and pay per view are enjoying double-digit growth during a time when basic cable percentage growth is slowing down and pay increases are virtually stalled. To realize the full potential of local ads and PPV, cable leaders agree that more emphasis and resources have to be put into those two categories.

58 / DISCOVERYING THE NEXT DECADE

As it completes its fifth year of operation—having already reached 50 million homes, bolstered its prime time ratings over the last year and expanded its programing initiatives, The Discovery Channel sets its sights on the next 10 years.

60 / DANIEL BURKE: THE NOT SO NEW KID ON THE BLOCK

Since joining Capital Cities almost 30 years ago, Dan Burke has spent much of that time working side by side with Tom Murphy, who, two weeks ago, passed over the CEO's mantle (Murphy keeps the title of chairman). In this "At Large," Burke details the company's new management scheme, saying specifically that no new COO will be designated in the immediate future.

64 / SATELLITE REPORT

PrimeTime 24, which delivers network affiliate signals nationally via satellite, has reached an agreement with GE Americom to exercise options on the remaining three transponders aboard GE Americom's Satcom K-1 satellite, the same satellite K Prime Partners will use to launch a medium power Ku-band direct broadcast satellite service.

68 / COMPRESSING ISSUE

Video compression is *the* buzzword in technology these days. Its leading proponent has changed the name and the game of high definition by moving the arena from analog to digital. Just as significantly, it could dramatically increase satellite capacity and save money on satellite time.

Capcities/ABC's Dan Burke

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Incorporating

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■Cable

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RATINGS ROUNDUP

NBC won the rerun-driven week of June 3 with a prime time average of 10.9/20, winning Wednesday, Thursday and Friday. ABC was second (10.2/19), and CBS third (8.9/17).

A *Cheers* rerun was the week's top show. The premiere of a new NBC comedy on Thursday (May 31), *Seinfeld*, was third for the week with a 16.2/28, beating ABC's *Young Riders* and an NBA playoff game on CBS.

Fox had three shows in the top 20, fifth-ranked *The Simpsons*, 11th-ranked *Married...with Children* and 19th-ranked *In Living Color*, all on Sunday. *The Simpsons* won its 8:30 time period and *Married* won at 9. *Living Color* was second at 9:30.

Year to date, from Sept. 16, 1989, NBC has a 14/24 prime time average, followed by ABC's 12.6/21 and CBS's 8.9/16.

Week 36 **May 28–June 3**

1st column tells rank, 2nd column tells position compared to last week: ▼-Down in rank from last week, ▲-Up in rank from last week, ■-Premiere broadcast, ●-No ranking change. 3rd column tells rating, 4th column tells network, 5th column tells show.

1	▲	18.1/32	N	Cheers
2	▲	18.0/30	A	Roseanne
3	■	16.2/28	N	Seinfeld
4	▲	15.7/29	A	Amer. Funniest Videos
4	▲	15.7/27	F	Simpsons
6	▲	15.6/23	C	60 Minutes
7	▲	15.5/26	A	Wonder Years
8	▼	15.3/28	N	A Different World
8	●	15.3/30	N	Cosby
8	▲	15.3/28	N	Unsolved Mysteries
11	▲	14.8/24	F	Married...Children
12	▲	14.6/25	A	Who's the Boss?
13	▲	14.5/24	A	Coach
13	●	14.5/25	N	Movie: Evidence
15	▲	13.7/26	N	L.A. Law
16	●	13.6/22	N	Hea[illegible] Night
17	▲	12.9/23	C	[illegible] Wrote
18	▼	12.7/21	C	[illegible] Women
19	▲	12.6/20	F	In Living Color
20	▼	12.2/21	C	Murphy Brown
21	●	12.1/21	A	Doogie Howser, M.D.
22	●	12.0/22	C	Candid Camera Spec.
22	▲	12.0/23	A	20/20
24	●	11.8/24	N	Empty Nest
25	▲	11.7/20	N	Matlock
26	▼	11.6/20	N	Night Court
27	▲	11.4/19	N	Dear John
27	●	11.4/24	N	Golden Girls
29	●	11.3/19	A	S. Davis Jr. Spec.
30	▼	11.2/24	A	Family Matters
31	●	11.1/20	N	Midnight Caller
32	●	11.0/23	N	Carol & Company
33	▲	10.9/22	A	Perfect Strangers
34	●	10.8/18	C	Jake and the Fatman
34	●	10.8/20	A	Macgyver
36	▼	10.7/23	A	Full House
36	▲	10.7/20	A	Growing Pains
36	▲	10.7/19	A	Head of the Class
36	●	10.7/19	N	Movie: Pretty In Pink
40	●	10.5/21	C	NBA Playoff (Fri.)
40	▼	10.5/19	A	thirtysomething
42	▲	10.4/20	A	Just the 10 of Us
43	●	10.3/19	A	Equal Justice
44	▼	10.2/18	A	Movie: Heaven...Wait
45	▼	10.1/19	C	Major Dad
46	▼	10.0/17	C	Rescue: 911
47	▼	9.7/17	C	Newhart
48	●	9.2/18	C	NBA Playoff (Thurs.)
49	●	9.1/18	N	Hardball
50	●	9.0/15	A	Brewster Place
50	▲	9.0/16	C	Sydney
52	●	8.9/17	A	Primetime Live
53	●	8.8/16	C	NBA Playoff (Tues.)
54	▼	8.7/15	A	Young Riders
55	●	8.6/15	N	Hogan Family
56	▼	8.5/16	C	48 Hours
56	●	8.5/16	N	Quantum Leap
58	▼	8.4/18	N	FM
59	■	7.7/15	C	Dave Thomas Show
59	▼	7.7/15	A	Father Dowling
61	▼	7.6/16	A	Mystery Movie: Kojak
61	●	7.6/14	F	Am. Most Wanted
61	●	7.6/13	C	Tony Awards
64	▼	7.5/16	N	Amen
65	●	7.4/14	N	ALF
65	●	7.4/14	N	Nasty Boys
67	▼	6.7/14	C	Sat with C. Chung
68	●	6.5/15	N	My Two Dads
69	▼	6.4/14	N	Baywatch
70	●	6.1/13	C	Sports Comedy Netwk.
71	▲	5.9/12	A	Life Goes On
72	▼	5.8/11	N	Disney
73	●	5.7/13	F	Cops
74	▼	5.5/10	F	Booker
74	▼	5.5/12	C	Paradise
76	▼	5.1/11	F	Totally Hidden Video
77	●	4.8/8	F	Rolling Stones Spec.
78	▼	4.7/10	A	Mission: Impossible
79	●	4.6/9	C	America: C. Brown
80	●	4.5/10	C	City Spec.
80	▼	4.5/9	C	Tour of Duty
82	▼	4.3/7	F	Alien Nation
83	▼	4.2/9	F	Outsiders
84	▼	4.1/8	F	21 Jump Street
85	●	3.9/7	C	Normal Life
86	●	3.1/6	F	Open House
87	●	2.4/5	F	Tracey Ullman

FREEZE FRAMES: Syndication Scorecard * **Week ended May 27**

Rank	Program (Syndicator)	Rtg	Stns	Covg
1	Wheel of Fortune, syn. (King World)	12.8	233	99
2	Jeopardy! (King World)	11.7	221	99
3	Star Trek: Next Generation (Paramount)	10.6	234	98
4	Oprah Winfrey (King World)	9.5	217	99
5	Cosby Show (Viacom)	7.8	204	98
5	Entertainment Tonight (Paramount)	7.8	180	97
7	Portfolio XIII (Paramount)	7.6	179	93
8	Current Affair (20th Century Fox TV)	7.5	195	97
9	MGM Premiere Network (MGM/UA)	7.4	162	92
10	Wheel of Fortune, wknd. (King World)	6.7	209	92
11	Donahue (Multimedia)	5.8	230	99
12	Geraldo (Tribune)	5.2	195	99
13	People's Court (Warner Bros. Domestic TV)	4.9	184	92
14	Columbia Night Movies (Columbia)	4.8	130	89
14	Mama's Family (Warner Bros)	4.8	179	91

* Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research.

CABLE

LOCAL ADS, PPV: CABLE'S 15%-50% GROWTH AREAS

Cable's new revenue streams are rapidly growing in importance as basic growth slows and pay lurches along

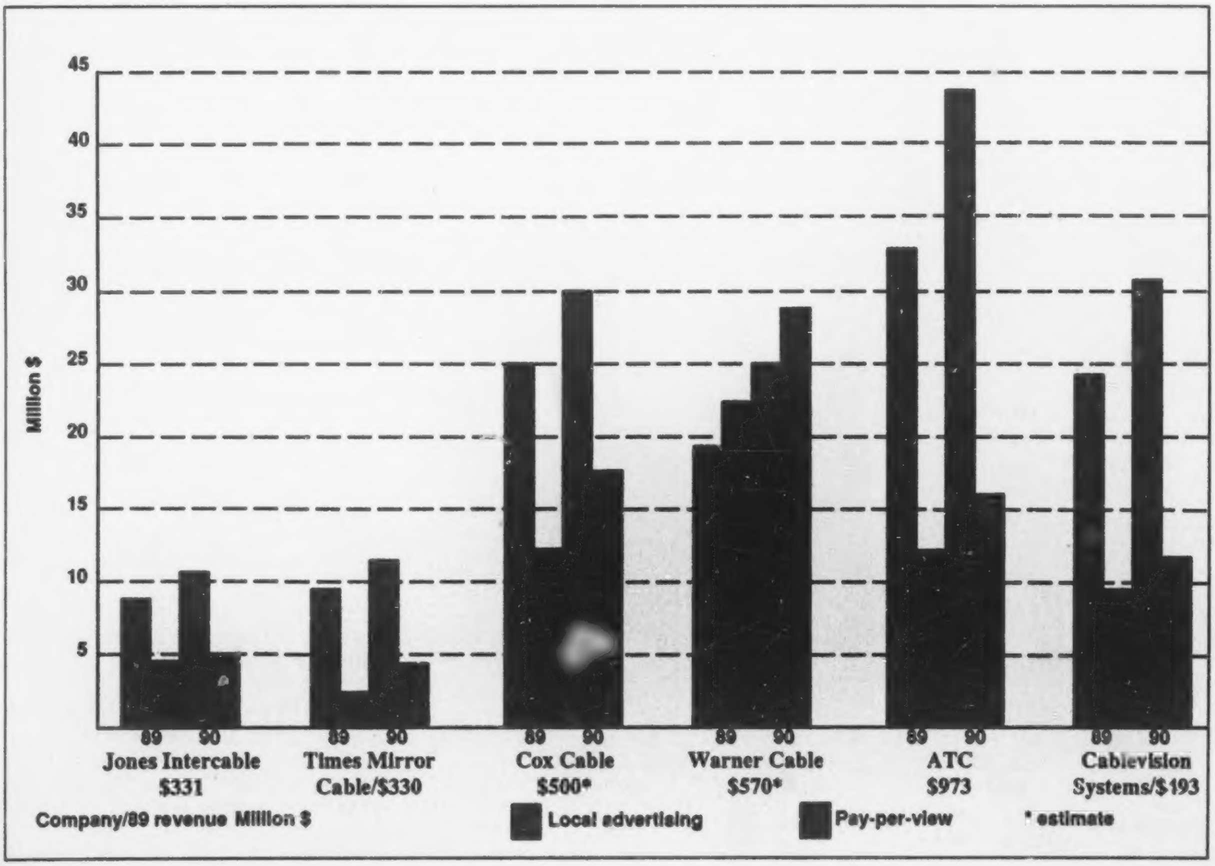
While basic cable percentage growth is slowing down, and pay increases are virtually stalled, cable's small but growing ancillary revenue streams—principally local advertising and pay per view—are enjoying double-digit growth, and MSO's see those categories playing a much larger role in the future.

BROADCASTING surveyed a number of MSO's on their 1989 and projected 1990 revenues for what are becoming cable's third and fourth largest revenue streams, and the only streams in their five-year business plans that call for yearly percentage increases anywhere from 15% to 50%.

To get there, however, cable leaders agree that more emphasis and more resources have to be put into those two categories, still relatively new disciplines for the average cable operator.

■ **Warner Cable** is the only company where PPV revenues are, and figure to remain, slightly ahead of ad revenue. Much of that stems from the company's historical application of addressability in its new builds in the early 1980's. Kevin Leddy, senior vice president, marketing services, at Warner Cable, said the company plans to grow PPV from $27.5 million this year to $45 million by 1994. On the strength of such titles as "Batman," "Honey, I Shrunk the Kids" and "Roger Rabbit," as well as better marketing and telephone ordering systems, movie buy rates are up 15% this year, he said. The slowdown in events in the early part of the year has caused movie revenue to again reach parity with events within Warner, he said.

Ad sales are "doing pretty well," on



track to grow 35% this year to $25 million, Leddy said. The company is forecasting 30% growth over the next five years, with a 1994 target of $41 million.

■ **ATC** earned $33 million in ad revenue and $12 million in PPV revenue in 1989, and both are projected to increase 30% in 1990, according to Tim Evard, vice president, marketing.

On the PPV front, revenues are expected to increase this year through additional buy rates, as the MSO projects only modest increases in addressability through 1992. "We're not putting a lot of emphasis on pay per view right now, but that will change," said Joanne Abbey, director of marketing, PPV for ATC, as the technological hurdles that still exist are cleared.

■ At **Cox Cable,** David Kantor, vice president, advertising sales, reports that advertising has picked up after a "generally bad first quarter" for media companies across the board. Cox is looking to hit $30 million in ad revenue this year, up from $25 million in 1989.

To date, the automotive and retail categories have been soft, but grocery and fast foods "have gone through the roof," Kantor said. The new sports product has been a mixed bag, he said, adding that he was "disappointed" with the results of the NBA on TNT, but that ESPN's Major League Baseball "is doing pretty good."

PPV revenue is also increasing, from $12 million to $17 million, but remains artificially limited because of window problems, said Ajit Dalvi, senior vice president, marketing at Cox. As events account for more of PPV's revenue (60% at many MSO's), it shows "PPV is slipping away from the studios," he said. Although the Continuous Hits test is a step in the right direction, Dalvi said, "the studios could do a lot more to fuel the PPV business," such as providing day and date release with home video.

■ **United Artists Entertainment**'s PPV revenue just about matches its ad sales revenue, and for the first quarter of 1990 PPV was higher than ad sales revenue—$5.5 million compared to $4.9 million. But, said George Barnard, vice president, ad sales, "you can't forget that the first quarter is traditionally the weakest in media sales." Ad revenue for the second quarter is expected to be between $8 million and $9 million, and $29.2 million for the year, up from $20.7 million in 1989. PPV's revenue for 1990 is keeping step with ad sales, and is projected to be $28.1 million this year, up from nearly $20.7 million in 1989.

Greg DePrez, vice president, PPV, places PPV's five-year projection at $80 million through 1994.

■ Connie Pettit, vice president of Dimension Media Services, **Times Mirror Cable**'s advertising sales arm, said DMS is projecting 20% increases over the next few years, then moving to 18% or 17% increases after that. DMS is on target to hit $11.5 million this year, as ad sales are "starting to trend pretty heavily up" in May, June and July, after a slow start, said Pettit.

But cable ad sales still have a long way to go to realize their potential, said Pettit, which means anteing up for research and improved industry traffic standards. It also means tying ad sales to other cable departments. For instance, she said, it is "a no-brainer to tie the Goodwill Games with a 10K race" and include a corporate sponsor.

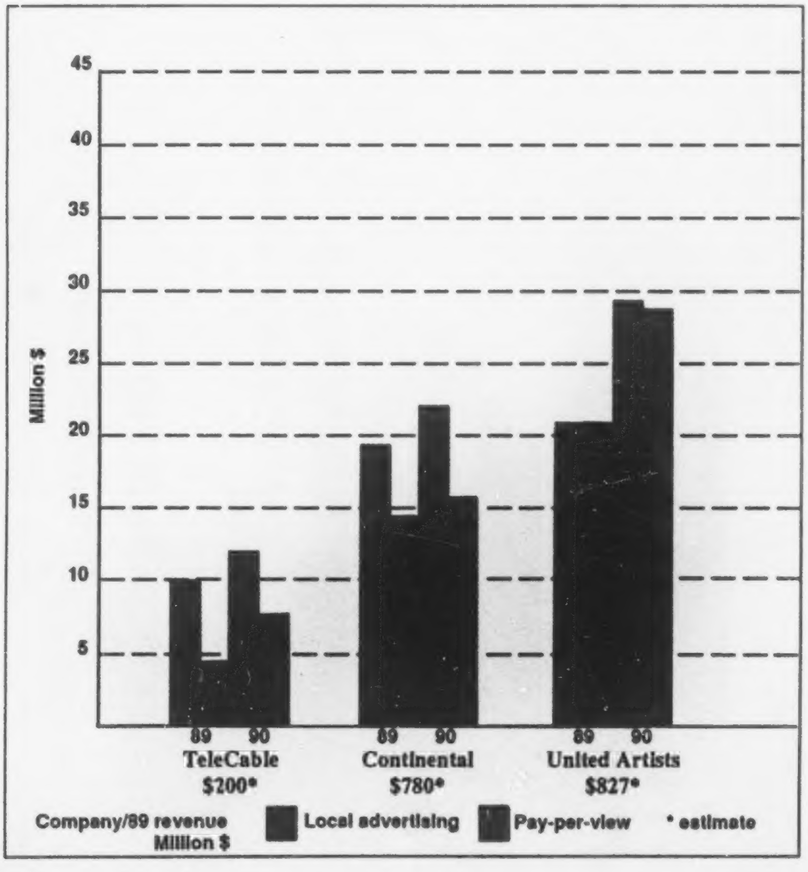
A number of Times Mirror systems just launched PPV last year. Charles Ward, vice president, national marketing and programing, said the company has just moved into double digits on buy rates this year. Revenues, which were $1.6 million last year, are expected to more than double to $3.7 million this year.

■ At **Jones Intercable**, advertising is 35% ahead of last year, when revenue was $8 million, according to Jerry Czuchna, corporate director of ad sales. The increase has "not been as good as the growth in the last two years," he said, which was more than 50%. "We kind of got used to that."

The year began in the doldrums, but has improved, Czuchna said. "It is spotty," he added, in that "some markets are going great guns and some markets are having trouble hitting last year's numbers."

Still, Jones has an aggressive five-year plan to bring ad sales from $13 per subscriber per year to $50.

On the PPV side, Jones projects revenues to jump 20%, from $4.3 million last year to $5.2 million in 1990. John Mathwick, group vice president, marketing, said PPV was launched in many Jones systems last year, and margins are running at 30%. The company's goal is to triple PPV revenue to



$15 million by 1995.

■ **TeleCable** earned $9.6 million in ad sales revenue in 1989, and is pacing 25% ahead in 1990, although it has budgeted for a 28% increase, said Jerry Machovina, vice president, ad sales. The final numbers will depend on how well the automotive market does this year, he said, since that category drives 25% of local ad sales revenue.

Although PPV revenue is lower, TeleCable's five-year projections show 50% to 70% increases each year in PPV revenue, according to Tom Hurley, director of programing.

■ **Cablevision Systems** is expecting PPV revenue to jump from $9 million to $12 million this year, and ad revenue to increase from $23.9 million to $30.6 million.

■ **Continental**'s PPV and local ad sales revenue both are expected to increase 15% this year, according to Rick Hoffstein, comptroller. Last year's ad sales revenue was $19 million, and is expected to be $22 million this year. PPV, $14 million in 1989, is expected to reach $16 million this year. Problems that could affect ad sales revenues this year seem to swirl around the Turner networks. NBA spots "aren't selling as well as we expected," said Steve Feingold, general manager, Cable Advertising, which handles Continental ad sales in the Northeast. Difficulties in setting up a separate feed for the Goodwill Games may mean that some local spots will go unused, since the expense of insertion equipment may be too much for operators, according to Feingold.

■ **Viacom Cable**, which tallied $19 million in ad revenue in 1989, is on target to hit $26 million this year, a 35% increase. The company sees its interconnect business in San Francisco and Seattle growing 30% and 20%, respectively, as more national and regional agencies are pulled into the mix. **-MS, SDM**

WILL HOLLYWOOD STEP ASIDE FOR '92 PPV OLYMPICS?

PPV networks and cable operators are hopeful that Request and Viewer's Choice can be used for summer games, but according to Hollywood, no one has asked them

NBC, Cablevision Systems and cable operators may be thrashing out where to find channel capacity to carry the PPV portion of the 1992 summer Olympics, but in the end, Hollywood may hold the cards on the games' distribution.

As operators grumble about lack of channel capacity to carry the three-channel, two-week event, they are looking to the pay-per-view networks to provide the channels they need. And wielding considerable power over whether the PPV services carry the Olympics are the movie studios which have supply contracts with the PPV networks. But as yet, no one has approached the studios about giving up their movie slots in the name of the Olympics.

MSO's say they expect to put the Olympics on PPV networks, such as Request and Viewer's Choice, and also the PPV barker channel. Said Greg DePrez, vice president, pay per view, United Artists Entertainment, "If not, I have no idea what we look at next." According to Robert Stengel, Continental vice president, programing, "putting the Olympics on channels other than established pay-per-view channels doesn't make sense."

While many operators are pinning their hopes on using existing PPV channels for the Olympics, most studios are unaware that their movie slots have been unofficially chosen to make way for the Olympics. Most said NBC had not yet approached them, and many hadn't even heard that the PPV networks were up for consideration to air the event. Universal's Jerry Hartman, vice president of sales and marketing, pay TV, said he thought the Olympics would be shown on Cablevision channels, particularly on SportsChannel America.

Request Television, according to President Lloyd Werner, must get the permission of the studios that hold slots on the network before it can preempt in favor of the Olympics. Werner said he will encourage studios to allow Request to show the Olympics. He has a formidable job ahead of him, given the skepticism of some of the studios. According to one studio executive, taking PPV movies off the air during the Olympics will hurt awareness, he said. He also said the extent to which the studio is willing to support or even preempt for the Olympics depends on how much of an effort NBC and Cablevision make to promote PPV after the Olympics. He wants NBC to spend money not just on marketing the Olympics, but on marketing PPV itself. The executive said he remained unconvinced that the Olympics would help the PPV movie industry significantly. "It's a two-week subscription service, like buying HBO. It's not the same as buying a two-hour movie or event," he said.

Viewer's Choice doesn't need its suppliers' consent to make the decision to carry the Olympics, although its shareholders—Warner, Disney and eight MSO's—will certainly have something to say on the matter. Jim Heyworth, president of Viewer's Choice, said his network is just beginning discussions with NBC on carriage of the Olympics. He doesn't consider airing the event as a "preemption," but rather a "multi-day event." Although Viewer's Choice doesn't need its suppliers' permission to show the Olympics, it can't afford to alienate the studios, especially since several already don't deal with Viewer's Choice. One top-10 MSO executive said if Continuous Hits—the one-movie-per-week PPV channel being tested by Viewer's Choice and its shareholders in eight markets—works and is expanded to other markets, that could appease studios, and in turn make preemption of Viewer's Choice I and II easier. But Heyworth said the Continuous Hits test makes no difference on how Viewer's Choice "might or might not work with NBC" on the Olympics.

Ed Bleier, one of PPV's biggest proponents, and president, domestic pay TV, Warner Bros.—a recent Viewer's Choice shareholder and supplier—doesn't want to see pay-per-view movies preempted in favor of the Olympics. "It's important to retain movie alternatives" during the Olympics, he said. "It would seem to me to be in NBC's best interest to retain" them, Bleier said.

UAE's DePrez said, "It is not clear to me that we'll present 24 hours of Olympics," since the evening 12 hours are a retelecast of live events shown between 6 a.m. and 6 p.m. UAE might show the live 12 hours during the day and use the evening hours for PPV movies, DePrez said, since the Olympics will be broadcast on NBC in the evenings. **-SDM**

BUSINESS

CABLE'S WEAK WALL STREET SIGNALS

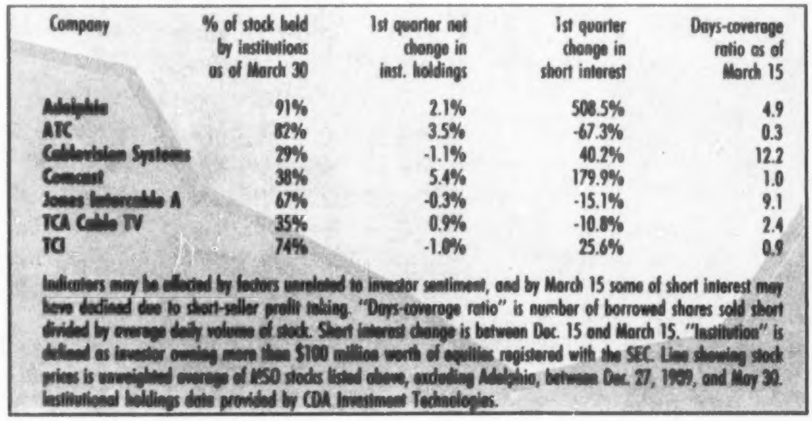
Uncertainty rules the sentiment and money of many investors; some 'bears' talk

It should be easy to figure out who was behind the first-quarter cable stock massacre...but it isn't. The breadth and the unhesitating direction of the decline—that left most MSO issues at a half to three-quarters of what they were at the start of the year—should have left clues of widely increased short-selling, a trimming of "institutional" portfolios or some other causal agent. But in fact, a survey by BROADCASTING of trading and holdings indicates not so much a liquidation but rather mild selling pressure left unchallenged by aggressive buying.

Uncertainty about cable's "triple whammy"—regulation, financing and competition—appears to still be keeping many potential buyers of cable stocks on the sidelines. There are also a few investors who have fundamental questions about the industry's operating performance. Any weakening of operating margins, they say, could prove disastrous for some stocks, given those companies leverage.

There are actually few prominent "bears" among institutional investors—defined as those holding more than $100 million in equity securities registered with the Securities and Exchange Commission. The "institutions" hold large shares of MSO stock: for instance, 67% of Jones Intercable, 74% of Tele-Communications Inc. and 82% of American Television & Communications (see chart). According to SEC-filed data compiled by CDA Investment Technologies, the institutional component in four of seven MSO stocks actually showed a net increase during the first quarter. And in the other three stocks, TCI, Cablevision Systems and Jones, the extent of net selling was minimal compared to the trading volume for that period.

Another potential explanation for the cable stocks' decline might be short selling (the sale of borrowed stock). Here again the increase in short interest was noticeable in some stocks (see chart), but in general is not considered to represent an exceptionally large amount compared to those stocks' trading volume.



Company	% of stock held by institutions as of March 30	1st quarter net change in inst. holdings	1st quarter change in short interest	Days-coverage ratio as of March 15
Adelphia	91%	2.1%	508.5%	4.9
ATC	82%	3.5%	-67.3%	0.3
Cablevision Systems	29%	-1.1%	40.2%	12.2
Comcast	38%	5.4%	179.9%	1.0
Jones Intercable A	67%	-0.3%	-15.1%	9.1
TCA Cable TV	35%	0.9%	-10.8%	2.4
TCI	74%	-1.0%	25.6%	0.9

Indicators may be affected by factors unrelated to investor sentiment, and by March 15 some of short interest may have declined due to short-seller profit taking. "Days-coverage ratio" is number of borrowed shares sold short divided by average daily volume of stock. Short interest change is between Dec. 15 and March 15. "Institution" is defined as investor owning more than $100 million worth of equities registered with the SEC. Line showing stock prices is unweighted average of MSO stocks listed above, excluding Adelphia, between Dec. 27, 1989, and May 30. Institutional holdings data provided by CDA Investment Technologies.

Unless non-institutional investors ran for the doors, so to speak, the answer to who and why cable stocks fell so precipitously, and continue to trade below year-ago levels, may be that "shorts," institutions and other sellers combined, had a strong effect given a weak buying sentiment. And in fact, trading volume for six of the seven stocks was lower, in some cases significantly, than during the similar period a year ago. Said Harvey Sandler, general partner of Sandler Capital Management: "It is a case of who is more aggressive [buyers or sellers], than of what the market makers do. Buyers weren't aggressive, but rather bought at their convenience."

Still, Sandler, whose various funds own cable stocks worth hundreds of millions of dollars, said he was bothered by the price decline: "This is the first time I can remember that this group ran differently than the market; it [cable] used to act better. It would almost be OK that we were down 25% if the market was down even 7% or 8%."

What is causing some investors to sell and some buyers to refrain from adding to their portfolios? Most often mentioned by those contacted last week were financial concerns, reregulation and potential competition. Until some of those issues are resolved there is a lingering uncertainty about the cable industry's future, especially discouraging those institutions that have to produce short-term investment results and thus can't afford to wait for the long term to be proven right.

First-quarter sellers among the institutional investors contacted last week said that the collection of various issues deemed "financial" was the primary cause of their "lightening up" on the MSO stocks.

Mark Regan, an analyst with Massachusetts Financial Services, noted that stocks continue to be interest-rate sensitive and that rates had increased during the first quarter—yields on 10-year treasury bills went from 7.93% at the end of December to 8.51% at the end of March: "TCI had been up by 70% or 80% by last summer on a year-over-year basis, I think largely because the market anticipated a low interest rate recession. But when rates moved the other way, some of the people who had that position blew the stock out of their portfolios."

Of equal concern to investors are cable's reported problems obtaining credit, exacerbated by recent criteria discouraging bank financing of HLT's (highly leveraged transactions), a definition that includes most cable acquisitions (BROADCASTING, June 4). Keith Gleeson, a senior investment analyst at IDS Financial Corp., said: "Our in-house economist, who has written a book on the Federal Reserve, said it will not be months but maybe years before the HLT restrictions will be eased up on. That is because of the savings and loan mess and new problems with banks...nobody wants to see any more problems." Gleeson said this was despite the fact that, in general, loans to cable have not been problem loans. He added that additional financing resources, including foreign sources, should fill the gap left by domestic banks' reluctance but that the development of alternatives would "take a while." Beth Dater, a managing director at Warbrug Pincus & Co., was a bit more optimistic, saying she thought cable's HLT problem could be resolved within six months to a year.

Both interest rates and HLT considerations have affected the marketplace for buying and selling cable systems, eliminating transaction prices that had helped guide the pricing of cable stocks. If anything, recent transaction prices, the investors said, have been coming down, said David Jellison, analyst with San Francisco-based RCM Capital Management. "The buy side [institutions] may need that confidence of seeing [TCI President John] Malone or [Comcast Chairman Ralph] Roberts go out and pay $2,500 per subscriber," he added. Said IDS's Gleeson: "Since the UAL deal collapsed last October, almost any 'asset' story has been death, and cable has never been an earnings story."

Regulation is also a concern, although for some time regulation concerns had presumably been discounted in the stock price.

But at least one investor suggested the regulatory process has affected cable stocks in another way by leading industry executives to "low key" rebuttals of negative industry forecasts. National Cable Television Association President Jim Mooney, for instance, has made no well publicized sales pitch to Wall Street as he did two years ago when stocks, regulation and telco competition were said to be depressing MSO stocks prices. In fact, Mooney recently canceled a luncheon keynote speech at a New York financial community gathering.

The investor said the low-key ap-

FOCUS ON FINANCE

A major factor affecting media stocks last week seemed to be overall market gains rather than Washington maneuverings on questions affecting cable, HDTV or financial interest. Cable programers had some of the bigger moves, including QVC Network which climbed to 15⅛, up 3% for the week and up 40% from one month ago, and which last Wednesday announced new 10-year contracts covering two million additional subscribers. Financial News Network was up 12%, to 9⅜, on no particular news but the recommendation of *Individual Investor* magazine whose founder, Jonathan Steinberg, has recently built an initial prognostication reputation on the backs of small cap media/entertainment stocks, such as FNN, American Film Technologies and Management Co. Entertainment Group.

Meanwhile Telemundo, controlled by Steinberg's father, Saul, saw a 13% gain last week to 7⅝ over the preceeding Wednesday. Heritage Communications was up 8% to 5½, perhaps because of a favorable report on the company recently issued by Dondaldson Lufkin & Jenrette analyst Susan Decker. A favorable Standard & Poor's revision of $525 million in Great American Communications subordinated debt did not work magic on the equity side, with the stock falling for the fourth week in row, to 5⅞.

Leveraged MSO stocks also did not participate in gains, with Adelphia and Cablevision Systems down for the week (see story, page 76). Clear Channel Communications last week issued a 50% stock dividend, splitting 3 for 2.

Stock Index Notes: T-Toronto, A-American, N-NYSE, O-NASDAQ. Bid prices and common A stock used unless otherwise noted. P/E ratios are based on earnings per share for the previous 12 months as published by Standard and Poor's or as obtained by Broadcasting's own research.

BROADCASTING

		Closing Tue Jun 5	Closing Wed May 30	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
N	(CCB) Capital Cities/ABC	596 1/2	595	1 1/2	00.25	29	10,461
N	(CBS) CBS	200 3/4	199	1 3/4	00.87	15	4,747
A	(CCU) Clear Channel	10 3/4	15 1/4	- 4 1/2	- 29.50	-46	41
O	(JCOR) Jacor Commun.	4 1/4	4 1/2	- 1/4	- 05.55	-3	42
O	(LINB) LIN	73 3/8	72 1/4	1 1/8	01.55	68	3,782
O	(OBCCC) Olympia Bcst.	5/8	1/16	9/16			1
O	(OSBN) Osborn Commun.	10 1/4	10 7/8	- 5/8	- 05.74	-64	71
O	(OCOMA) Outlet Comm	19 5/8	19 1/4	3/8	01.94	12	128
A	(PR) Price Commun.	3 5/8	4	- 3/8	- 09.37	-2	33
O	(SAGB) Sage Broad.	1 11/16	1 11/16		00.00	-1	6
O	(SCRP) Scripps Howard	61 1/2	57 1/4	4 1/4	07.42	30	635
O	(SUNNC) SunGroup Inc.	3/4	3/4		00.00	-1	1
O	(TLMD) Telemundo	7 3/4	6 3/4	1	14.81	-3	177
O	(TVXGC) TVX Broadcast	5 1/8	5 1/8		00.00		37
O	(UTVI) United Television	35 1/4	35 1/2	- 1/4	- 00.70	6	384

BROADCASTING WITH OTHER MAJOR INTERESTS

		Closing Tue Jun 5	Closing Wed May 30	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
N	(BLC) A.H. Belo	35 7/8	35 7/8		00.00	30	697
N	(AFL) American Family	15 3/8	15 1/4	1/8	00.81	15	1,249
O	(ACCMA) Assoc. Comm.	32 1/8	31 3/4	3/8	01.18	-73	598
N	(CCN) Chris-Craft	34	34		00.00	1	851
O	(DUCO) Durham Corp.	28 1/2	28	1/2	01.78	18	240
N	(GCI) Gannett Co.	42 1/4	41 1/8	1 1/8	02.73	17	6,801
N	(GE) General Electric	69 7/8	69 3/8	1/2	00.72	15	62,803
O	(GACC) Great Am.	5 7/8	6 1/4	- 3/8	- 06.00	-1	205
A	(HTG) Heritage Media	5 1/8	4 7/8	1/4	05.12	-6	228
N	(JP) Jefferson-Pilot	42 5/8	41 5/8	1	02.40	11	1,592
N	(LEE) Lee Enterprises	25 1/2	24 7/8	5/8	02.51	15	613
N	(LC) Liberty	49 3/4	49	3/4	01.53	11	421
N	(MHP) McGraw-Hill	55 3/4	55 1/4	1/2	00.90	81	2,713
A	(MEGA) Media General	30 1/4	29 3/4	1/2	01.68	68	780
N	(MDP) Meredith Corp.	31 1/2	29 5/8	1 7/8	06.32	18	585

proach was probably intentional; that advertising to Wall Street what a good business cable is would contradict, and thereby disserve, the industry's worried posture on Capitol Hill: "There is a big war out there [in Washington], we don't want to just win a battle."

Additionally, investors who sold cable stocks in the first quarter also expressed concern about cable's familiar possible competitors: direct broadcast satellites, telephone companies and multi-point distribution system operators.

All three components of the "triple whammy"—financial, regulatory and competitive—continue to be very uncertain, a quality not appreciated by Wall Street, according to Warburg Pincus's Dater: "We still like the industry for the long-term, and have not eliminated our holdings but have reduced them in light of the fact that there would be confusion in the marketplace and that would not be good." She said, however, that as MSO stock prices continued to fall, "we did purchase some stocks back six weeks ago, when you could buy them at $1,000 to $1,100 per sub in the public market."

Agreeing that uncertainty was discouraging investors, IDS's Gleeson said that while long-term there was "nothing that leads me to believe [cable stocks] won't get back on track, some of our fund managers get measured monthly. They say: 'Call me just before it happens.' "

It is rare that investors have been outright "bearish" on the cable industry, but at least a few investors contacted last week said that cable "fundamentals" are worsening. A fund manager at one of the country's larger institutional investors said: "I sold lots of my cable stocks early in the year...and within the past few weeks have taken the opportunity to sell more stocks. I don't buy into the theory that everything is fine."

The problem, according to the fund manager, is not just constraints on revenue, but also that cable operators will have to "spend more to operate, on programing, on customer service...on head count. They won't be able to raise prices as much as they would like to.

Declining margins are also fundamental to the negative forecast of at least one short-seller, Jim Chanos of Kynikos Associates, a private New York-based investment firm: "I think one misconception that bulls have is that shorts are negative primarily because of reregulation. But even now, before reregulation, the cash flow of many of these companies does not cover [total] interest after capital expenditures. For some companies, like Cablevision Systems, interest expense isn't covered, even forgetting capital expenditures." Chanos said that non-cash interest expense is part of his analysis: "We are not of the belief that zero coupon interest doesn't count."

One problem, said the short-seller, is that capital spending levels have not declined as much as people expected: "Every year since 1983 analysts have been saying that while heavy, capital spending is going to decline. But the trucks wear out, the dishes need replacing, and now in five years there will be major fiber rebuilds.

Most investors conceded they do not expect cable to continue growing cash flow at the same rates as in prior years, but that the industry should be a good investment in the long-term. Said Massachusetts Financial Services's Regan: "I don't think annual cash flow growth will be in the 15%-20% range any more. But even a 10% growth rate, combined with leverage giving you a 2-to-1 kick, implies cash flow per share up 20% each year. Most businesses aren't that good. But there will be years when the stocks are up 40% and years when they will be flat; it is difficult to know when they are ahead of themselves." -GF

FOR SALE?

LIN Broadcasting is preparing to retain an investment banker, said to be Lazard Freres, to advise it on the possible sale of two stations: WANE-TV Fort Wayne, Ind. and WAND(TV) Decatur, Ill. Reasons for considering a sale might include a desire to reduce the significant debt LIN incurred in its recent merger transaction with McCaw Cellular and in the purchase of Metromedia's cellular interests.

The stations are said to have a low tax basis—and thus much of proceeds could be taxed—but the group owner is said to still have a $32 million tax certificate (which LIN obtained by selling WUSL(FM) Philadelphia to TAK Communications) which could be used to increase the basis of TV stations, thereby reducing taxable gain. A decision is expected soon, since the tax certificate is due to expire Dec. 31.

May 1990

ACQUIRED

KEZQ-FM

licensed to Jacksonville, Arkansas
serving the Little Rock, Arkansas market

has been sold to

GALAXY BROADCASTING LIMITED PARTNERSHIP
of Bethesda, Maryland

The undersigned represented the buyer in this transaction.
This notice appears as a matter of record only.

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CHANGING HANDS

This week's tabulation of station and system sales ($250,000 and above)

KMGC-FM **Dallas, Tex.** ☐ Sold by Shamrock Broadcasting Inc. to Alliance Broadcasting Inc. Price was not disclosed. Sources estimate price between $18 million and $20 million. Earlier sale of station to Cook Inlet Radio Partners for $22 million ("Changing Hands," Jan. 22) fell through. 80% of station sold for $7 million in 1982. **Seller** is headed by Roy E. Disney and Bill Clark, and owns KMLE(FM) Chandler, Ariz.; KABL(AM) Oakland and KABL-FM San Francisco, both California; KXKL-AM-FM Denver; WFOX(FM) Gainesville, Ga.; WHB(AM)-KUDL(FM) Kansas City, Mo.; WTVQ-TV Lexington, Ky.; WCXI(AM)-WWWW(FM) Detroit, and WWSW-AM-FM Pittsburg, KTAB-TV Abilene, KZFX(FM) Lake Jackson and KXXV(TV) Waco, all Texas. **Buyer** is new group headed John P. Hayes Jr., whose principal investor is Goldman, Sachs & Co. Hayes is former president of Fairmont Communications, which owns nine radio stations.

PROPOSED STATION TRADES

Station deals last week: **19**
Dollar value: **$36,731,510**
1990 station deals: **381**
1990 value: **$1,094,500,709**

KMGC-FM is on 102.9 mhz with adult contemporary/Lite Jazz format, 100 kw and antenna 1,570 feet above average terrain. *Broker: Blackburn and Co.*

KSAS(TV) **Wichita, Kan.** ☐ Sold by Channel 24 Ltd. to Clear Channel Television Inc. for approximately $7.9 million. Total is due, in cash, at closing. Channel 24 Ltd. put station on air in August 1985. **Seller** is headed by R. Alan Rudy, Harold Goldstein and Dale Bennett, and has no other broadcast interests. **Buyer** is subsidiary of Clear Channel Communications Inc., and is headed by L. Lowry Mays. Clear Channel Communications Inc. owns WPMI(TV) Mobile, Ala.; KTTU-TV Tucson, Ariz.; WAWS(TV) Jacksonville, Fla.; WELI(AM) New Haven, Conn.; WHAS(AM)-WAMZ(FM) Louisville, Ky.; WQUE-AM-FM New Orleans; KTOK(AM)-KJYO(FM) Oklahoma City and KAKC(AM)-KMOD-FM-KOKI-TV Tulsa, both Oklahoma, and KPEZ(FM) Austin, KTAM(AM)-KORA-FM Bryan, KALO(AM)-KHYS(FM) Port Arthur and WOAI(AM)-KAJA(FM) San Antonio, all Texas. KSAS(TV) is Fox affiliate on channel 24 with 3,300 kw visual, 331 kw aural and antenna 1,120 feet above average terrain.

WTRG-FM **Rocky Mount, N.C.** ☐ Sold by Capitol Broadcasting Corp. to Joyner Communications Inc. for $5.999 million. Total is due, in cash, at closing and includes $1.5 million non-compete covenant for three years. Capitol Broadcasting bought station in July 1986. **Seller** is headed by Ken Johnson and has interests in WKSJ-AM-FM Mobile and WMJJ(FM) Birmingham, both Alabama; WCAW(AM)-WVAF(FM) Charleston, W.Va.; WRKA(FM) Louisville; WGFX(FM) Nashville, and KQFX(FM) Austin, Tex.. **Buyer** is headed by A. Thomas Joyner and David Weil, and is licensee of WZFX-FM Whiteville, N.C., and WROV-FM Martinsville, Va. Joyner owns 60% of Joyner Radio Inc., licensee of WTFX-FM Watertown, Wis., and WROV(AM) Roanoke, Va. Weil holds 40% voting stock of Joyner Radio Inc. WTRG-FM is on 100.7 mhz with adult contemporary format, 100 kw and antenna 1,968 feet above average terrain.

WKNF-FM **Oak Ridge, Tenn.** ☐ Sold by Key Broadcasting Co. to O.K. Broadcast Trust Inc. for $1,362,500. Price includes $300,000 consulting agreement for five years. Balance is due, in cash, at closing. Station was bought in December 1987 for $750,000. **Seller** is headed by Anthony J. Ciano and has no other broadcast interests. **Buyer** is headed by William S. Scott and Marcelle T. Sailors. Sailors is wife of media broker Don Sailors. WKNF-FM is on 94.3 mhz with adult contemporary/oldies format, 1.82 kw and antenna 395 feet above average terrain. *Broker: Sailors and Associates.*

KFHM(AM) **San Antonio, Tex.** ☐ Sold by Angeline Morales to Hispanic Radio Broadcasters for $1 million. Total is due,

SALEM COMMUNICATIONS CORPORATION
(Stuart W. Epperson and Edward G. Atsinger III)

has acquired

WYLL-FM
Chicago (Des Plaines), Illinois

CLOSED

for

$8,000,000

from

NEW AGE BROADCASTING, INC.
(Vernon Merritt, Jr., President)

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as exclusive broker in this transaction.

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■ **WPNF(AM) Brevard, NC** (BAL900511ED; 1240 khz; 1 kw-U)—Seeks assignment of license from Pisgah Broadcasting Co. to Radio Hendersonville for $60,000. Seller is headed by Stella A. Trapp and has no other broadcast interests. Buyer is headed by Kermit Edney, and is licensee of WHKP(AM) Hendersonville, NC. Filed May 11.

■ **WTRG-FM Rocky Mount, NC** (BALH900502HW; 100.7 mhz; 100 kw; ant. 1,968 ft.)—Seeks assignment of license from Capitol Broadcasting Corp. of Mobile to Joyner Communications Inc. for $5.999 million. Seller is headed by Ken Johnson and has interests in WKSJ-AM-FM Mobile and WMJJ(FM) Birmingham, both Alabama; WCAW(AM)-WVAF(FM) Charleston, WV; WRKA(FM) Louisville, KY; WGFX(FM) Nashville, and KQFX(FM) Austin, TX. Buyer is headed by A. Thomas Joyner and David Weil, and is licensee of WZFX-FM Whiteville, NC, and WROV-FM Martinsville, VA. Joyner owns 60% of Joyner Radio Inc., licensee of WTFX-FM Watertown, WI, and WROV(AM) Roanoke, VA. Weil holds 40% voting stock of Joyner Radio Inc. Filed May 2.

■ **WKNF-FM Oak Ridge, TN** (BALH900510HY; 94.3 mhz; 1.82 kw; ant. 395 ft.)—Seeks assignment of license from Key Broadcasting Co. to O.K. Broadcast Trust Inc. for $1,362,500. Seller is headed by Anthony J. Ciano and has no other broadcast interests. Buyer is headed by William S. Scott and Marcelle T. Sailors, who is wife of media broker Don Sailors. Filed May 10.

■ **KLVL(AM) Pasadena, TX** (BAL900511EC; 1480 khz; 1 kw-D, 500 w-N)—Seeks assignment of license from Angelena Vera Morales, executrix, to Angelena Vera Morales for no financial considerations. Seller is court appointed executrix of last will and testament of Felix H. Morales, her husband. Buyer is sole heir to licenses of KLVL(AM) Houston and KHFM(AM) San Antonio, both Texas. Filed May 11.

■ **WOAY(AM) Oak Hill, WV** (BAL900514EB; 860 khz; 10 kw-D, 5 kw-CH)—Seeks assignment of license from Adventure Communications Inc. to Commissioned Communications Inc. for $100,000. Seller is headed by Michael R. Shott, Karen A. Shott and John H. Shott, and is licensee of WHIS(AM)-WHAJ(FM) Bluefield, WV. Adventure Communications has interests in Adventure Two Inc., licensee of WKEE-AM-FM Huntington, WV and Adventure Four Inc., licensee of WSIC(AM)-WFMX(FM) Statesville, NC. Michael R. Shott owns 49% of Adventure Three Inc., permittee of WBJY-FM Wheeling, WV. Buyer is headed by Eugene C. Ellison and Judith L. Ellison, and has no other broadcast interests. Filed May 14.

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,981	250	5,231
Commercial FM	4,282	859	5,141
Educational FM	1,425	278	1,703
■ Total Radio	10,688	1,387	12,075
Commercial VHF TV	549	19	568
Commercial UHF TV	550	188	738
Educational VHF TV	124	4	128
Educational UHF TV	225	22	247
■ Total TV	1,448	233	1,681
VHF LPTV	300	205	505
UHF LPTV	457	1,508	1,965
■ Total LPTV	757	1,713	2,470
FM translators	1,831	301	2,132
VHF translators	2,721	123	2,844
UHF translators	2,211	395	2,606

CABLE

Total subscribers	53,238,000
Homes passed	73,900,000
Total systems	9,500
Household penetration†	57.8%
Pay cable penetration	29.7%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

Actions

■ **KIXT(AM)-KLAZ(FM) Hot Springs, AR** (AM: BAL900315EE; 1420 khz; 5 kw-D, 87 w-N; FM: BAPLH900315EF; 105.9 mhz; 95 kw; ant. 994 ft.)—Granted assignment of license from Noalmark Broadcasting Corp. to KZ Radio Ltd. for $800,000 ("Changing Hands," March 26.) Seller is headed by Bill Nolan and Ed Alderson and has interests in KELD(AM)-KAYZ(FM) Eldorado and KKIX(FM) Fayetteville, both Arkansas; KOCA(AM) Longview and KKTX(FM) Kilgore, both Texas; and KYKK(AM)-KZOR(FM) Hobbs, NM. Buyer is headed by Bill Thomas and Jerry Morris and has interests in KDEZ(AM) Jonesboro and KZKZ(FM) Greenwood, both Arkansas, and WMTX(AM) Biloxi and WXLS(FM) Gulfport, both Mississippi. Action May 23.

■ **KFRG(FM) San Bernardino, CA** (BALH900314HM; 95.1 mhz; 50 kw; ant. 321 ft.)—Granted app. of assignment of license from Keymarket of California Inc. to The Tremont Group Ltd. for $8 million. Sale is first step of two-stage transfer. Tremont will sell share of station to Keymarket of California Ltd. for $3 million. Keymarket of California will then be general partner, while Tremont will become limited partner. Tremont uses tax certificate earned in earlier sale. Seller is headed by Kerby Confer, who, through various companies, is 100% stockholder of WILK(AM)-WKRZ-FM Wilkes-Barre and WHGB(AM)-WNNK-FM Harrisburg, both Pennsylvania; KFON(AM)-KKMJ-FM Memphis; WWL(AM)-WLMG-FM New Orleans; WQSF(FM) Williamsburg, VA, and KFRG-FM San Bernardino, CA. Buyer is headed by Joseph C. Amaturo, Winifred J. Amaturo, Douglas Q. Amaturo, Lawrence V. Amaturo, Winifred L. Amaturo, Elizabeth M. Eisenstein and Lorna J. Amaturo. Joseph C. Amaturo, as court receiver, is licensee of KHGI-TV Kearney, KSNB-TV Superior and KWNB(TV) Hayes Center, all Nebraska. Action May 25.

■ **KBQC(AM) Davenport, IA** (BAL900321EC; 1580 khz; 500 w-D, 7 w-N)—Granted app. of assignment of license from Valley Broadcast Ministries Ltd. to Christian Family Media Inc. for $200,000. Seller is headed by Jonathon B. Detherage, Larry and Aleta Lewis, husband and wife, and Shannon Speak, and has no other broadcast interests. Buyer is headed by Scott and Tonya Culley, husband and wife, Jeff and Caralee Rath, husband and wife, and Don and Joan Langan, husband and wife. They have no other broadcast interests. Action May 22.

■ **KWOF(AM) Waterloo, IA** (BTC900108EA; 850 khz; 500 w-D)—Granted app. of assignment of license from Life-Unlimited Communication Corp. to Life Unlimited Communication Corp. for no financial consideration. Seller is headed by Jeffrey D. Smith and Melene Facciani and has no other broadcast interests. Buyer is headed by Jeffrey D. Smith and Debra B. Smith, husband and wife, and has no other broadcast interests. Action May 16.

■ **KREJ(FM) Medicine Lodge, KS** (BAPED900412GE; 95.9 mhz; 3 kw; ant. 328 ft.)—Granted app. of assignment of license from Randy Henry to Florida Public Radio Inc. for no financial considerations. Seller has interest in Florida Public Radio Inc. Buyer is headed by Henry, Harry Shetler, Carol Henry, Sheila Wright, and Art Wilson, and is licensee of WPIO-FM Titusville, WEGS-FM Milton, and WPGS(AM) Mims, all Florida, and KSKB-FM Brooklyn, IA. Action May 25.

■ **WKZT(AM) Fulton, KY** (BAL900322EB; 1270 khz; 1 kw-D, 54 w-N)—Granted app. of assignment of license from Ken-Tenn Broadcasting Corp. to River County Broadcasting Inc. for $80,000. Seller is headed by Kenneth Z. and Clara A. Turner, husband and wife. Buyer is headed by Alvin McClain and Charles Whitlow, and has no other broadcast interests. Action May

C1750-1

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Incorporating Broadcasting / Cable

59th Year 1990

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DBS's dilemma: Whether to be C-band, K-band or C/K-band

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Vol. 118 No. 25

TOP OF THE WEEK

Network ad inventories on the rise

THIS WEEK

19 / NOW IT'S FCC'S TURN AT FIN-SYN

When the Hollywood producers who own these cars drove up to Warner Bros. headquarters in Burbank last Wednesday morning, they still thought they might strike a deal with the networks on financial interest and syndication. By 2 that afternoon they knew it was all over. The ball then bounced to the FCC, which began its own fin-syn review. That didn't take long in starting. By Thursday the initial comments were rolling in, with the Justice Department questioning the continued value of the rules while networks and their affiliates called for repeal. The coalition representing Hollywood said the rules should not only be preserved but strengthened.

21 / MORE NETWORK COMMERCIAL TIME

The TV networks have increased commercial time with a vengeance thus far this year. Daytime spots have grown by at least half an hour per week and prime time placements have also been bolstered significantly.

22 / 'PUT' PLAN

ABC, CBS and NBC appear to agree on a standard ratings policy conceived by NBC, which attempts to "smooth" sudden changes in Nielsen's people-using-television (PUT) numbers by relating those numbers to trends established over the past eight years. Fox previously indicated it would remain with the traditional guarantee system.

23 / GAO CABLE REPORT

According to a report by the General Accounting Office, basic cable rates continued to climb at twice the rate of inflation during 1989, with rates for the lowest priced basic cable service increasing an average of 10%. Cable accentuates the positive.

25 / ABC TAKES STEPS FORWARD

John Sias, president of the ABC Television Network Group, led the cheerleading at that network's affiliate meeting, the second of the big three. He declared the 1989-90 season ABC's "best competitive performance since 1984."

Capital Cities/ABC Chairman Thomas Murphy received an enthusiastic response as he addressed the affiliates, and Daniel Burke, in his first affiliate appearance as president and chief executive officer, pledged that "the entire ABC organization is 100% committed to next fall."

ABC will be first in one respect: it will scramble its signal to affiliates in 1991.

27 /BROADCASTING, CABLE FACE OFF

Speakers from Congress, the executive branch and the FCC were among those addressing the fourth annual Broadcasting/Cable Interface, convened by the Federal Communications Bar Association and BROADCASTING magazine in Washington last week.

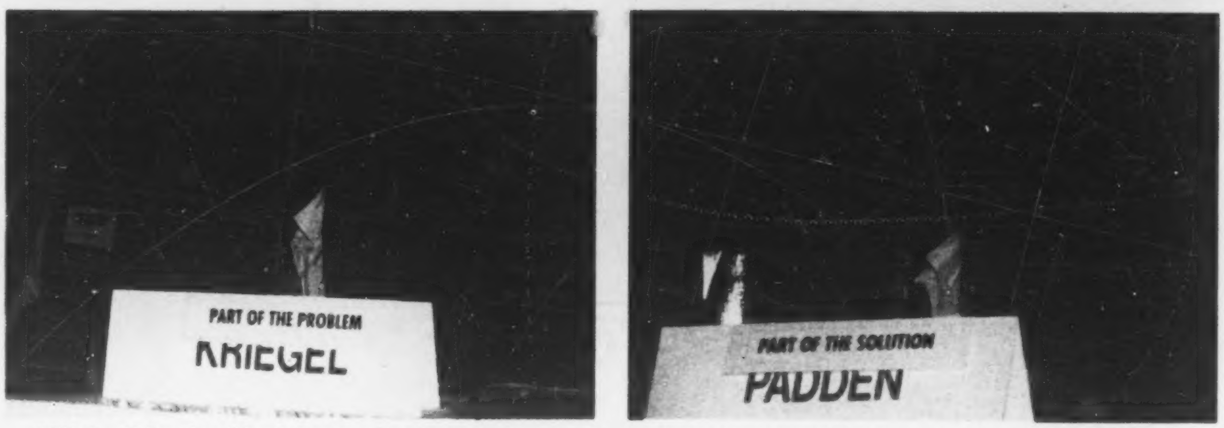
36 / PRIME TIME PRODUCERS

This first part of a special show-by-show roundup of new prime time programs looks at the executive producers making their series debuts in that time period, and those executives reemerging after a season or more away from the action.

39 / BPME/BDA IN LAS VEGAS

CBS Broadcast Group President Howard Stringer tells those at the BPME/BDA conference in Las Vegas last week that they are key players in the fight for a fragmented TV audience. Stringer said CBS's top executives are budgeting larger promotions.

The competitive TV marketplace, as well as the importance of positioning



CBS's Jay Kriegel and Fox's Preston Padden were among six panelists who debated the fin-syn issue at the Broadcasting/Cable Interface last week. The overlays on the name placards were Padden's whimsical contribution.

programing for greater viewer sampling, was discussed still further by such top industry executives as Lorimar's David Salzman, Post-Newsweek's Joel Chaseman and Rainbow's Josh Sapan (see page 39).

According to Interep Radio Store Chairman Ralph Guild, if there is to be increased sales revenue in this decade, marketing and promotion executives will have to take center stage over radio ad sales executives (see page 40).

42 / TV SPOTS FIND RADIO LISTENERS

According to some marketers, television is the most persuasive way to help radio stations distinguish themselves from the competition. But, they add, anyone using TV for a quick fix of the ratings should take a longer view.

44 / PRESIDENT'S REMARKS

Bert Gould, who officially took over as BPME president last week, has been conveying the benefits of radio throughout his career. Says Gould: "Marketing and promotion is the only way a radio station is going to succeed in the 1990's" as competition for listeners grows.

48 / CRACKS IN THE CABLE FACADE

The relationship between cable operators and programers is becoming strained to the point where some are worried it could get out of hand. At issue: the rapid rush to tiering, rising programing costs and how much cable should give in the regulatory arena.

55 / KU PROJECTIONS

Satellite Broadcasting and Communications Association President Chuck Hewitt predicts that if launched successfully, DBS services K Prime and Sky Cable "will probably double the potential" DBS market by 1996 or 1997. However, among several C-band market veterans, a more skeptical view rules.

58 / COMMONPLACE COMPRESSION

Broadcasters are finding uses for transmission of digitally compressed NTSC video while manufacturers are working to perfect a standard encoding system. TV networks and telephone companies are exploring distribution of programs by fiber optics with the new digital medium.

65 / SELLING UPFRONT

Thanks in part to improved pricing and syndication's increasing success in reaching viewers, first-run syndicators expect record upfront sales topping $1 billion.

67 / COEN MODIFIES FORECAST

Robert Coen, senior vice president and director of forecasting for McCann-Erickson, has downscaled his initial 1990 forecast for national broadcast advertising revenue from almost $22.6 billion to $22.4 billion.

95 / SELLING OVERSEAS

British-born Colin Davis, president of MCA Television International, is among the top ranks at one of Hollywood's largest studios. His job is to sell a vast library of films and TV programs in an era when global TV expansion means an increasing and important non-U.S. revenue stream.

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Broadcasting
■Cable

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TELEVISION NETWORKS FATTEN COMMERCIAL CALF

NBC, CBS and ABC combined add at least half hour of daytime commercials each week; trend toward shorter commercials is reversed

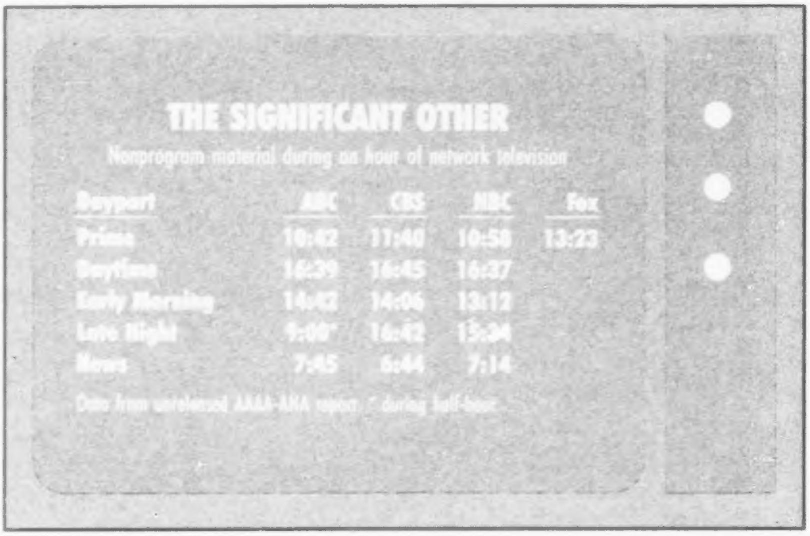
Since late 1989 commercials on network television have grown noticeably as a proportion of the average broadcast hour. In the current broadcast year, the added commercials could be worth, by a rough estimate, close to $200 million. Most of the incremental revenue comes from prime time, but other dayparts, especially daytime, also show increases.

The prime time increase was first noted late last year when NBC added roughly a dozen spots to, it said, temporarily accommodate unexpected "makegood" requirements. But two weeks ago those additions were granted permanent status by NBC Television President Pier Mapes, who told the affiliate convention's business meeting that the spots would stay in the network's regular inventory. One group owner termed the remark the most important news coming out of the affiliates conventions.

CBS and ABC neither criticized nor cheered NBC's declaration, but readily stated the possibility of making permanent their own recently added inventory. Jerry Dominus, senior vice president, CBS marketing division, said: "Our report card is partially measured by our share of revenue versus our share of circulation. So if a level of commercial load is established at one place, then I am not sure we can be operating at a significantly lesser load." Said Jake Keever, executive vice president, ABC TV network sales: "We tend to be followers rather than leaders in adding commercial units to the schedule."

The dozen or so prime time NBC spots per week may not seem like much, but when combined with the roughly equal amount said to have been added by CBS and a smaller amount added by ABC and multiplied by 52 weeks, the cumulative effect in prime time alone is roughly $150 million—based on a rough average prime time unit cost of $100,000. In fact, the total could be higher because many of the newer units have been placed in higher rated shows such as *Cheers* and *America's Funniest Home Videos*.

The rumored increment of 28 prime time 30-second units—the networks declined to confirm specific numbers—is evident in the first-quarter commercial count of Arbitron's Broadcast Advertisers Reports. BROADCASTING's analysis of the BAR numbers during five nonsweep weeks in the first quarter found an average 13½ additional minutes (equal to 27 30-second units) of commercial time per week on the three networks.



THE SIGNIFICANT OTHER

Nonprogram material during an hour of network television

Daypart	ABC	CBS	NBC	Fox
Prime	10:42	11:40	10:58	13:23
Daytime	16:39	16:45	16:37	
Early Morning	14:42	14:06	13:12	
Late Night	9:00*	16:42	15:34	
News	7:45	6:44	7:14	

Data from unreleased AAAA-ANA report. * during half-hour.

The study also showed that inventory has been expanding in other dayparts as well, most noticeably daytime. During one week monitored late last year, the three networks had 57 seconds more of commercials and "billboard" commercials during an average hour of daytime, according to a still-unreleased study sponsored by the American Association of Advertising Agencies and the Association of National Advertisers (ANA) and obtained by BROADCASTING. When multiplied by the roughly 40 hours of daytime television per week, the additional commercials add up to more than half an hour.

The daytime increases measured by Arbitron's BAR, whose definition of daytime includes early morning news programs, are even more dramatic, indicating an average 66 minutes per week of additional commercials in daytime during the five weeks analyzed by BROADCASTING. There was little or no daytime increase between 1988 and 1989, according to the BAR numbers. Said Richard Kostyra, chairman of the network monitoring committee and executive director of media services, J. Walter Thompson U.S.A.: "This last year has been the worst."

Most important, the additional inventory, in total worth possibly more than $200 million, has been added at virtually no cost to the networks, so, from one point of view, it represents pure profit and a sizeable increment at that—the three television networks took in under $700 million in profits last year (BROADCASTING, April 30). While NBC has said the additional spots, at least in some cases, are for makegoods, they still represent money since NBC would have been forced either to make guarantees at lower prices or satisfy the makegoods using spots from existing inventory.

The inventory expansion has, as always, drawn from affiliates and from advertisers.

Affiliates view the added inventory as taking away national advertising dollars from their stations, which are already struggling to maintain revenue in the face of syndication, cable and other recent competitors—the added inventory is equivalent to 5% of the total spot pie. ABC, CBS and NBC have maintained that network and spot coffers are not necessarily filled from the same purse.

Advertising agencies and advertisers have expressed concern about increased "commercialization" of the network advertising environment. Their concerns have been documented in the AAAA-

ANA study, which also looks at other "non-program" material—a definition that includes, besides commercials and "billboard" commercials, network promotions, local promotions, commercials and credit "overages."

The 1989 survey indicates that non-program material in prime time increased to its highest level ever. In the particular November week measured, average commercial load was flat—two of the three networks increased, but NBC showed a sharp decline. But increasing were the network's own promotions and "credit overages." Only the category "local commercials/promos" decreased on average during the monitored week. The BAR numbers are more reflective of commercial additions made later in 1989 and early this year.

For their part, network executives pointed out that Fox, surveyed for the first time by the AAAA-ANA study, has a significantly higher commercial load and non-program total than ABC, CBS or NBC (see chart). The same is true for syndicated shows, also included for the first time. The survey found that *Donahue* had 12 minutes and four seconds of non-program material and *Star Trek: The Next Generation* had 14 minutes and 10 seconds. Half-hours mentioned in the report included *The Cosby Show* (eight minutes, 10 seconds) and *A Current Affair* (nine minutes).

A second defense made by network executives is that the discussion confuses commercial load with clutter, which has not increased this year. In all dayparts the BAR numbers show a reduction of both 10-second and 15-second commercials in the first quarter of 1990, which, from the perspective of commercial time, was more than compensated for by a 6.5% increase in the number of 30-second commercials.

Said CBS's Dominus: "What is most important is how viewers perceive the commercials. And according to research, including ours, frequency of interruption is more important than length of interruption." Although advertisers say they disagree, they have yet to penalize networks for increasing commercial time. -GF

THREE TV NETWORKS LINE UP BEHIND PUT PLAN

NBC ratings scheme on way to becoming standard; agencies say they still wonder, 'What's the problem?'

The three networks appear to have reached an agreement on a uniform policy for providing audience delivery guarantees. The plan, which comes from NBC, attempts to "smooth" sudden changes in Nielsen's people-using-television (PUT) numbers by relating those numbers to trends established over the past eight years. Last Thursday, the other two networks reacted to the NBC plan. ABC said it would drop its own initial approach and adopt the NBC plan, while CBS said it agrees "in principle." Fox Broadcasting Corp. previously indicated it would remain with the traditional guarantee system.

The CBS statement left unclear whether the number-three network thinks changes still need to be made in NBC's plan. Otherwise, all that's left for the networks is to convince the advertising community that NBC's idea is acceptable. Once under way, the upfront market is expected to be between $4.1 billion and $4.4 billion.

All three networks, unhappy with Nielsen's ratings measurement that indicates a shrinking prime time audience, have been busy attempting to come up with a system that compensates for what they call the "inexplicable fall-off" in audience viewing.

In explaining its methodology, NBC said "trends in overall television usage by daypart that can be considered reasonable in the context of viewing patterns since the 1982-83 season will be fully reflected." Viewing pattern changes, the network said, that go beyond "predictable norms, such as the Nielsen Television Index estimates that prompted conversion to the new procedure, will not be covered by NBC's 1990-91 guarantee policy."

After announcing the policy, NBC sent to media buyers PUT level estimates for key demographics in the prime time daypart. BROADCASTING obtained the projections, which show that the NBC plan, unlike the abandoned ABC plan, shows a continuing decline in some PUT levels. For example, the fourth quarter 1989-90 Nielsen PUT level for one minute of prime time viewing for women 18-49 was 39.3%. NBC's methodology estimates that the number should have been 39.9%.

PUT's have become the center of controversy as an indication of whether Nielsen's peoplemeter system is working properly. A PUT number is nothing more than the combined ratings (audience) of all stations/channels available for viewing in a given time. By adjusting the PUT number, the networks artificially set the total people viewing television at a given time period, while keeping their respective shares of that audience the same as under the unadjusted numbers.

The reason for using the 1982-83 season as a starting point, according to Larry Hoffner, NBC executive vice president, network sales, is because that was the first time "viewing levels were off and not increasing anymore."

Media buyers, who had responded negatively to ABC's plan—which compared 1990-91 PUT data to the average PUT data for the past three seasons—were more receptive to NBC's announcement. Lou Schultz, executive vice president, director media services, Lintas, told BROADCASTING that "if we're forced to go to a policy that we don't want to go to, then on the surface NBC's seems a little better than ABC's." Schultz is concerned about NBC using eight years' worth of viewing information because of the changes that occurred when Nielsen switched from diaries to peoplemeters. "There was an immediate drop [in viewing] when that occurred, including PUT levels. The rate of change has to be adjusted," Schultz said.

Media buyers say they are not convinced that there is anything wrong with Nielsen's ratings and are getting somewhat tired of what they call the "kill the messenger" attitude of the networks. Said Larry Cole, executive vice president, U.S., Ogilvy & Mather: "We don't think it is appropriate that any network develop a formula for guarantees because in fairness we have not seen any hard evidence that Nielsen is flawed, and secondly, aren't the guarantees designed to protect the advertisers against such unexpected fall-offs?" -JF

GAO SAYS BASIC CABLE RATES UP 10% IN 1989

NCTA and CATA say figures showing average monthly bill up only 5% in '89 makes service good value

Basic cable rates continued to climb at twice the rate of inflation during 1989, according to a General Accounting Office survey released last week. The GAO reported that rates for the lowest priced basic cable service rose an average of 10% in 1989, higher than the year's 4%-5% inflation rate.

This was a follow-up to an earlier GAO survey completed last August for the House Telecommunications Subcommittee, which found that from December 1986 to October 1988, monthly rates for the lowest priced basic service rose 29%. Since then the office has updated the report to look at rate increases during 1989 and collected data from 1984 and 1985. It was specifically asked to determine whether rates had moderated during 1989 and whether cable system ownership changes have driven up cable rates.

Subcommittee Chairman Ed Markey (D-Mass.) said the results remove "any lingering doubt in the need to move forward, and I intend to do so the week of June 25." He says the findings show there are "renegades," an estimated 12% of the cable industry, whose rate increases are more than 20%. "We must consider legislation that will reign in these renegades," Markey said.

The cable industry, on the other hand, was putting the best face it could on the survey results. The National Cable Television Association and Community Antenna Television Association said they were heartened by the GAO's finding that showed the average total monthly bill in 1989 for all cable services increased only 5%. NCTA President James Mooney said it was "further evidence that cable rate increases have leveled off." Mooney insisted that $16.33 a month for 34 channels of television is "still a very good buy." CATA President Steve Effros said it was a "positive finding, indicating that cable rate adjustments are in line with rates for other products and services."

Markey convened a briefing on the new numbers which were collected from 1,530 systems, representing 86% of the nation's subscribers. GAO's John Ols said the response rate of 78% was better than the previous survey.

According to Ols, overall revenue for cable operators increased 21% from November 1986 to December 1989, and cable subscribers received additional basic channels to accompany the rate hikes. During 1989, the number of channels available to subscribers rose by one to two channels for the lowest priced and most popular services.

As for changes in system ownership, 53% of cable systems changed hands since 1985, he reported. However, Ols said there was no evidence that rate increases are linked to the sale of cable systems. There is "no statistically significant pattern of higher increases in systems changing ownership," he said.

Joining Markey at the briefing were subcommittee members Billy Tauzin (D-La.) and Jim Cooper (D-Tenn.). Tauzin also referred to the renegades within the cable industry. "They just can't keep raising their rates at an accelerated pace and expect us to sit by," said Tauzin. The congressman also felt the GAO report indicated that the larger vertically integrated companies are the "big price leaders who are pushing prices up." And he thought the data showed that cable operators were making money from their basic tier comprising mostly broadcast signals that they carry for free. With that revenue, he said, they can turn around and outbid broadcasters for programing, especially sports programing.

The GAO refrained from making any specific policy recommendations concerning cable regulation. However, Markey asked what the survey "tells us about cable's market power." To which Ols replied: "It has a lot of market power to control rates." —KM

GAO FOLLOW-UP SURVEY ON CABLE RATES

Average basic service charge per subscriber for:

Date	Most popular service	No. chs received	Lowest priced service	No. chs received
Nov. 30, 1986	$11.71	27	$11.14	24
Dec. 31, 1988	$14.91	32	$14.50	30
Dec. 31, 1989	$16.33	34	$15.95	31

Average monthly charge per sub in systems that were:

Date	Regulated	Not regulated
Dec. 31, 1984	$9.26	$10.33
Nov. 30, 1986	$10.92	$11.99
Dec. 31, 1987	$12.95	$13.21
Dec. 31, 1988	$14.49	$14.36
Dec. 31, 1989	$16.06	$15.77

Percentage changes in system ownership, 1985-89

Year	% change
1985	8
1986	15
1987	14
1988	18
1989	13

Average monthly revenue each subscriber generates

Dec. 31, 1984	$19.87
Dec. 31, 1985	$20.91
Nov. 30, 1986	$21.78
Dec. 31, 1987	$23.33
Dec. 31, 1988	$25.00
Dec. 31, 1989	$26.36

RATINGS ROUNDUP

NBC won the prime time week ended June 10 with a 10.8/20, a full rating point ahead of second place CBS with 9.8/19, which edged out ABC's 9.7/18. The three-network share for the week dropped to 57%, a reflection of the reruns that have kicked in for the summer season. Broadcast year to date (since Sept. 18, 1989), the three-network share has averaged 65%.

A new NBC comedy, *Seinfeld Chronicles*, tested well in the Thursday 9:30 p.m. slot, winning its time period and finishing eighth among all prime time shows for the week, with 14.2/24. A special Wednesday broadcast of CBS's *48 Hours* at 10 p.m. showed a spurt in the ratings, finishing 10th with a 13.7/26.

Week 37 **June 4–June 10**

1st column tells rank, 2nd column tells position compared to last week: ▼-Down in rank from last week, ▲-Up in rank from last week, ■-Premiere broadcast, ●-No ranking change. 3rd column tells rating, 4th column tells network, 5th column tells show.

1	▲	16.8/29	A	Roseanne
2	▼	15.4/27	N	Cheers
3	▲	14.7/29	N	Cosby
3	▲	14.7/24	C	Designing Women
5	▲	14.6/29	N	Unsolved Mysteries
6	▲	14.4/27	N	A Different World
7	▼	14.2/24	N	Seinfeld
7	▼	14.2/30	C	60 Minutes
9	▲	13.8/23	A	Coach
10		13.7/26	C	48 Hours Spec.
11		13.5/28	N	Golden Girls
12	▲	13.4/22	C	Murphy Brown
13	▼	13.3/24	F	Simpsons
14	▲	13.2/26	A	20/20
15	▼	13.1/25	A	Amer. Funniest Videos
15		13.1/23	C	Movie: Trouble…Paradise
15		13.1/26	N	Empty Nest
15	▲	13.1/22	N	Heat of the Night
19	▼	12.8/22	F	Married…With Children
20	■	12.6/25	N	Singer & Sons
21	▼	12.5/22	A	Wonder Years
22	▼	12.3/23	C	Murder, She Wrote
23	▲	12.2/27	A	Full House
23		12.2/24	C	NBA Finals Game 2
25	▲	12.0/21	N	Dear John
26		11.9/22	N	Night Court
27		11.8/22	C	NBA Finals Game 1
28	▲	11.7/20	N	Movie: Double Standard
28	▲	11.7/20	C	Newhart
28	▲	11.7/21	A	Primetime Live
31	▼	11.6/24	A	Family Matters
32	▼	11.5/21	N	Midnight Caller
33	▼	11.3/21	N	Sunday Movie: Gremlins
33	▼	11.3/21	A	Who's the Boss?
35	▲	10.9/21	A	Just the 10 of Us
35	▼	10.9/20	N	Matlock
37	▼	10.8/20	A	Doogie Howser, M.D.
37	▼	10.8/20	C	Jake and the Fatman
37	▼	10.8/22	A	Perfect Strangers
40	▼	10.6/19	N	L.A. Law
40	▲	10.6/19	C	Rescue: 911
42	▲	10.5/19	C	Major Dad
43	▲	10.4/22	N	FM
44	▼	10.3/20	A	Head of the Class
45	▼	10.2/18	F	In Living Color
46	▼	10.1/21	A	Growing Pains
47		9.7/17	A	Red Cross Test
48	▼	9.6/16	A	Movie: Her Secret Life
49	▲	9.5/18	N	Quantum Leap
49	▲	9.5/17	C	Sydney
51	▼	9.4/17	A	Macgyver
52	▲	9.2/19	A	Mystery Movie: Columbo
53	▲	9.0/16	C	Dave Thomas Show
53	▲	9.0/16	A	thirtysomething
55	▲	8.5/17	N	Disney: Ernest/Camp
56		8.4/16	A	Int'l Rock Awards
57	▼	8.2/14	N	Hogan Family
58	▼	8.0/17	C	48 Hours
58	▲	8.0/16	N	Nasty Boys
60	▲	7.7/14	N	ALF
60	▲	7.7/17	N	Amen
62	▼	7.6/14	A	Father Dowling
63		7.5/15	A	Movie: Prizzi's Honor
63		7.5/15	C	Movie Spec.: Rangers
65	▲	7.4/16	N	Baywatch
66	▼	7.1/14	N	Hardball
67	▼	7.0/13	F	Amer. Most Wanted
68		6.6/16	N	My Two Dads
69		6.5/14	A	Seaworld/Magic
70	▲	5.9/14	C	Paradise
71	▲	5.6/11	C	Tour of Duty
72		5.5/11	C	Beauty & The Beast
73		5.2/11	C	America: C. Brown
74	▲	5.0/12	A	Mission: Impossible
75		4.9/11	C	Are You Kidding?
75	▼	4.9/9	F	Booker
75	▲	4.9/9	F	21 Jump Street
78		4.6/9	C	Normal Life
79	▲	4.4/7	F	Alien Nation
79	▼	4.4/10	F	Cops
79	▼	4.4/10	F	Totally Hidden Video
82		4.2/9	C	City
83		3.3/7	F	Outsiders
84	▲	2.0/4	F	Open House
85	▲	1.9/4	F	Tracey Ullman

FREEZE FRAMES: Syndication Scorecard * **Week ended June 3**

Rank	Program (Syndicator)	Rtg	Stns	Covg
1	Wheel of Fortune, syn. (King World)	12.1	231	98
2	Jeopardy! (King World)	10.6	210	96
3	TV Net Movie	9.0	163	94
4	Ent Tonight Spec. (Paramount)	8.4	175	96
4	Star Trek: Next Generation (Paramount)	8.4	235	98
6	Cosby Show (Viacom)	7.8	199	97
7	Oprah Winfrey (King World)	7.7	200	96
8	Entertainment Tonight (Paramount)	7.4	177	97
9	Current Affair (20th Century Fox TV)	7.1	189	95
10	Wheel of Fortune, wknd. (King World)	7.0	209	92
11	Pegasus II (Televentures)	6.0	87	78
12	Geraldo Spec (Tribune)	5.5	156	84
13	ITC Premiere (ITC)	5.1	83	87
14	Donahue (Multimedia)	5.0	220	97
15	Geraldo (Tribune)	4.8	186	96
15	People's Court (Warner Bros. Domestic TV)	4.8	173	88

* Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research.

REACTION MIXED TO NEW NIELSEN REPORT

Demographic figures offer cable networks increased respectability, but some say numbers don't always tell true story

While the broadcast networks are taking Nielsen to task over its reporting methods, the cable industry is beginning to fall under the spell of the peoplemeter. The quarterly Cable Nielsen Audience Demographics Report, in its infancy after two releases, for the first time provides a level comparison not only of the cable networks, but also with the broadcast networks.

The report contains both good news and bad for cable networks, which have been feeding the ad community their own versions of customized Nielsen numbers for some time. On the upside, it provides confirmation of cable's place within the television advertising universe. But at the same time, some cable networks think different reporting standards might show them in a better light. Vertical networks, such as MTV, for example, do not look as good in the Nielsen dayparts as they might in dayparts of their own choosing, according to Howard Shimmel, vice president, audience research, MTV Networks. And some networks find daypart reporting is not nearly as flattering as program reporting, particularly for broad-based networks such as TBS and USA, according to Doug Fleming, director of national sales for Adlink, which represents the Los Angeles Interconnect.

The Discovery Channel, for example, looks better with specific program data, rather than daypart information, according to Daniel Fischer, vice president of research. Discovery provides advertisers with separate information on its science and nature programing, since its science documentaries reach a more upscale audience. It is not surprising then, according to Fischer, that Discovery's audience appears less upscale in the CNAD report. But program reporting from Nielsen does not appear to be coming any time soon, and according to Ron Schneier, vice president, ad sales, A&E, he wouldn't trust it if it were around. "When you start slicing up the three hours of prime time, you won't get sufficient data," since cable audiences are relatively small, he said.

The cable networks are using the data not only to promote their own causes, but to go after the niches of other cable networks. According to first quarter CNAD figures, Discovery did better in VPVH concentrations of men 25-54 in prime time than ESPN did, said Fischer. And A&E is saying that although Lifetime has a higher concentration of working women viewers in prime time (306 VPVH versus A&E's 246), A&E has a higher concentration of working women with more than $40,000 in income (299 VPVH to Lifetime's 246), according to A&E's Schneier.

According to a USA sales executive, the report gives the advantage to larger networks such as USA, ESPN and the Turner networks because the frequent appearance of "hash marks" (which indicate numbers too low to report) in the smaller networks' data indicates an

NIELSEN'S FIRST QUARTER CNAD REPORT: PRIME TIME COMPARISON

(Viewers per 1,000 viewing households [VPVH])

		Women								Men					
	HH	working women	18+	12-24	18-34	18-49	25-54	35-64	55+	18+	18-34	18-49	25-54	35-64	55+
TBS	1,326	244	574	80	165	335	337	318	188	749	190	418	423	438	271
USA	1,226	261	667	88	157	338	344	360	270	643	173	343	345	350	242
ESPN	1,103	162	398	52	117	218	213	186	153	822	255	498	451	419	269
CNN	689	232	703	55	91	239	253	313	414	583	84	201	217	247	342
TNT	627	237	555	66	152	294	307	307	206	694	206	409	413	372	225
Nashville	477	222	805	33	69	215	273	399	514	622	82	241	289	363	306
Discovery	471	214	528	57	133	272	271	296	221	824	203	463	487	495	285
Nick at Nite	451	206	442	104	225	349	311	184	71	438	210	334	308	198	87
Lifetime	430	306	733	76	188	372	379	381	303	519	159	303	293	286	174
Family Channel	426	244	710	54	160	325	351	357	327	562	125	271	312	325	219
A&E	315	246	582	47	99	259	295	372	256	721	148	366	428	463	260
MTV	302	215	369	296	243	323	231	117	—	541	353	493	331	168	37
Headline News	153	251	561	76	147	318	308	306	195	669	210	453	434	369	182
BET	125	301	559	257	279	453	355	227	—	494	252	405	315	192	—
Weather Channel	90	253	557	—	—	340	320	290	182	651	230	372	306	330	248
VH-1	72	323	—	172	339	446	377	—	—	631	348	551	508	—	—
NBC	13,540	311	786	115	233	431	412	353	305	556	179	329	320	268	188
ABC	11,880	313	769	135	243	448	430	362	266	563	189	346	334	275	179
CBS	11,420	300	820	95	207	404	401	373	361	549	158	305	302	270	207

Cable network numbers are drawn from Nielsen Cable National Audience Demographic first quarter 1990 report, Monday-Sunday, 8-11 p.m. Broadcast network numbers are drawn from Nielsen National Audience Demographic first quarter 1990 report, Monday-Saturday, 8-11 p.m., and Sunday 7-11 p.m.
— Data too small to be calculated

overall "statistical unreliability" of the numbers that do appear. The executive said that although A&E has a higher concentration of upscale viewers, in sheer numbers, USA has a larger upscale audience.

But smaller networks will try to use the "raw" VPVH numbers to boost their image and tell a story "that just isn't there," according to Rick Sirvaitis, executive vice president, operations, Turner Broadcasting Sales.

The Nashville Network is one cable network that will not use CNAD to tell its story. The report has "no value or credibility," said TNN spokeswoman Cheryl Daly, and the network has no plans to purchase CNAD. The problem with the report is that it is "based on broadcast standards, not cable interests," said Daly, citing the report's main problems as insufficient demographic sampling data and geographic distribution information that applies to the broadcast, not cable, universe.

But many in the cable industry see the report as a weapon against broadcasters. Cable networks seem eager to chip away at vulnerable CBS, whose older, more downscale audience makes for easy prey. Discovery's Fischer said the network's strong upscale male demographics, buoyed by the strength of the CNAD report, help it go after broadcasters, since men are hard viewers to reach.

Cable networks say the report confirms they reach more upscale audiences than broadcasters, which average 33% of viewers with $40,000-plus incomes. According to a source, upscale cable networks are those with more than 40% of viewers earning more than $40,000, putting Headline News, ESPN, VH-1 and A&E in the lead. Surprisingly, according to the source, Discovery and Lifetime come in below 40% and below networks such as TNT and Nick at Nite. Although broadcasters might argue that the sheer numbers of their upscale viewers make cable upscale concentrations unimpressive, the source said that putting together a package aimed at four or five of the upscale networks is a strong alternative to the broadcasters and an alternative to which the CNAD report lends credibility.

Although many cable networks refer to the CNAD report as "another tool" to help shape media buys, the advertising community has yet to put the report to use. Betsy Frank, senior vice president, Saatchi & Saatchi, said the report appeared too late to have much effect right now, since the buying season is already under way. "It will be of more use during the course of the year," she said. -SDM

INCOME LEVELS FOR PRIME TIME VIEWING

(Numbers indicate percentage of viewing audience)

	Under $30,000	30k-40k	40k-50k	50k-60k	60k +
TBS	57	15	11	6	11
USA	56	15	10	8	11
ESPN	41	16	13	11	19
CNN	45	15	13	8	19
TNT	43	16	13	11	17
Nashville	63	17	8	4	8
Discovery	43	18	13	11	15
Nick at Nite	41	19	15	8	17
Lifetime	52	14	13	7	14
Family Channel	64	14	9	5	8
A&E	32	19	13	9	27
MTV	42	19	13	11	15
Headline News	38	14	15	9	24
BET	54	14	13	8	11
Weather Channel	37	22	13	9	19
VH-1	34	17	18	12	19
NBC	53.7	14.6	11.3	7.8	12.6
ABC	46.9	15.6	13.0	8.5	15.8
CBS	52.7	15.2	11.3	7.8	13.0

TIMES MIRROR: RELUCTANT TIERER

Company says average of six services will be placed on new tier; changes are revenue neutral

Times Mirror has begun informing subscribers of a new tiering structure that will be implemented at the end of June. The structure calls for many, but not all, TM systems to separate roughly six channels into a "Preferred Dimension" tier for an average price of $1.50. The change will be cost neutral to the subscriber.

The services typically include ESPN, TNT, Discovery, CNN, Lifetime, TNN, AMC and, in some cases, A&E, Headline News, USA, regional sports services and distant signals. The move is designed to separate some of the programing with higher cost escalation, but Chris Forgy, senior vice president, sales, marketing and programing for Times Mirror, left no doubt that the company is a reluctant tierer.

"We're not a proponent of tiering as a concept," he said, because of the practical and technological limitations that exist today. "Today's universal service model has been the engine driving cable's success," he said, "and we loathe to depart from it." Although he feels tiering is "antiprograming, antimarketing and anticonsumer," the company made its decision because price escalation at some networks has become a legitimate issue and the separate tier gives consumers more of an option.

Forgy said the decision to add services, such as Lifetime and Discovery, to the tier resulted from a number of factors. In some cases, the more expensive services could not be placed on the tier because of previous contract commitments. Times Mirror wanted to have at least six services in the tier, so it would not be too narrow in focus, and it attempted to keep channel repositioning to a minimum. That meant some less expensive services became part of the Preferred Dimension tier in some systems.

To have notices ready and equipment ordered for the tiering change, the decision had to be made months ago. Since that time, maneuverings in Washington appear to indicate a broadcast or lifeline tier might become law, which would force further changes by some MSO's.

Forgy said, "It may well turn out that something else has to be done," if lifeline service becomes law. "We took our best shot," he said, and did "what we thought the required response was." Indeed, he said, institution of a broadcast tier would worsen the situation, Forgy said. The creation of broadcast tiers, he said, "is going to be very disruptive." The channel lineup would be completely reshuffled to put all broadcasters in the VHF band, he said, forcing changes on reluctant subscribers. Then there are the practical and technological support systems for multi-tiered environments that would have to be created. Many cable networks were placed on the VHF band to increase viewer sampling, said Forgy, and to legitimize cable product versus broadcast programing. Removing it from that environment, he said, would be a step backward. **—MS**

CABLECASTINGS

ESPN SPORTS STATS

ESPN's debut of Major League Baseball has spent its first eight weeks up against TNT's NBA basketball, both regular season and the playoffs, making it difficult to gauge just how well the MLB package is performing. ESPN won't be able to make any judgments on its success until baseball has had a couple of months of NBA-free competition, according to program research coordinator Gary Morgenstern.

The two sports have come up head-to-head mostly on Tuesday and Friday nights, with ESPN baseball pulling an average 1.5 rating on Tuesday and a 1.7 on Friday. TNT's regular-season basketball, competing with ESPN games, got a 2.0 rating and the playoffs averaged a 3.6.

On Sunday nights, when ESPN has no direct sports competition, ratings averaged 2.9, and on Wednesday, when the game has limited competition from regional games, ESPN's games scored an average 2.5. According to Morgenstern, quarter-hour ratings for ESPN baseball after the NBA games went off the air averaged two-tenths of a point higher than the total rating for each game.

CABLE LOSES FLORIDA DEPRECIATION FIGHT

The Florida Public Service Commission has voted to allow Southern Bell an accelerated depreciation schedule of $119 million per year, over the next three years, which is less than the telco had originally asked for ($152 million per year), but significantly more than the PSC staff recommended ($32 million per year).

Steve Wilkerson, president of the Florida Cable Television Association, which was active in fighting the telco's request, said FCTA will file a motion for reconsideration. "The fact that the PSC chose not only to ignore the record in the docket but also its own staff experts makes the decision highly irregular," he said.

The new schedule was approved even though Southern Bell had backed off its original contention that it needed the accelerated depreciation to replace its copper plant with fiber. Its revised position was that it would lay fiber when it became cost effective.

CONCENSUS BUILDING

Marty Lafferty, who began last week as vice president, pay-per-view Olympics for NBC and Cablevision, has formed three advisory groups for event to "get the consensus views" of the cable community, he said. Lafferty has tapped Wilt Hildenbrand, vice president, engineering and subscriber operations, Cablevision, to head the operation's advisory team. Group members include equipment vendors Scientific-Atlanta, Jerrod, Zenith and Pioneer; cable billing providers Cable Data and American Express Cable Services Group, and cable system reps from engineering, customer service and MIS. Marketing and promotion team will include agency and cable system representatives, and programing and scheduling group will include operators and PPV networks Viewer's Choice and Request.

IF IT AIN'T BROKE...

HBO plans to extend its image campaign into 1991, to the tune of at least the $38 million it is spending on image advertising this year. The campaign will stick with the theme "Simply the Best," but the rest of the creative campaign has not been worked out, according to Dan Levinson, vice president, marketing.

HBO has two more flights of its 1990 image campaign scheduled, each with a budget of about $11 million. The next one, which runs for six weeks beginning July 9, will feature three to five commercials, and will promote HBO's upcoming movie schedule ("Batman," "Lethal Weapon II," "Indiana Jones and The Last Crusade" and "The Abyss"), boxing and an original movie, the details of which Levinson would not reveal. The last flight of the year will begin in mid or late October and run through late December.

HBO rolled out its image campaign nationally last September, although it started regional testing back in April 1989 in 25% of its markets, and achieved an 11% increase in installation rates and a 7% drop in disconnects. Levinson said if regional analysis of those markets had continued past September when the national campaign launched, the "numbers would have gone even higher."

CONSISTENT CONTENDER

Showtime's second go at a pay-per-view boxing match netted the same results as its April 28 bout featuring Thomas Hearns and Michael Olajide (BROADCASTING, May 14). The June 1 Evander Holyfield vs. Seamus McDonagh match, which had Holyfield, the number-one contender, beating McDonagh in a fourth-round technical knockout, garnered approximately the 0.7% buy rate (35,000 homes) that the Hearns-Olajide bout got.

According to Thomas Neville, vice president, research and strategic planning, Showtime Event Television, he was pleased with the results of the promotion, which "gave" buyers of the fight a month of Showtime. The event was especially successful, said Neville, given that the PPV promotion for the Hearns-Olajide fight meant a smaller universe of potential buyers for the Holyfield-McDonagh match.

EARLY TESTS SHOW PREFERENCE FOR 240M HDTV

TV experts hold subjective evaluations of two systems proposed for world standardization; final results scheduled for July

The preliminary findings of side-by-side subjective tests of the two high-definition television production systems proposed for world standardization—the SMPTE 240M (1,125/60) and Eureka (1,250/50) systems—show a slight edge for 240M. The "Moscow Group," an ad-hoc organization of the world's leading TV experts, organized the subjective tests, which were held in April and May in Moscow. The leading organizer was Henrikas Yushkiavitshus, vice chairman of the Soviet Union's Gosteleradio.

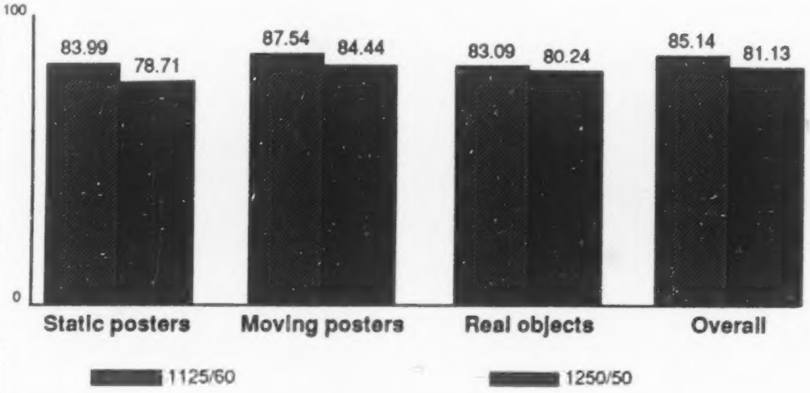
"The interpretation that I've put on it is that they are pretty close in all areas, but in each case 1,125 beat 1,250 and that says to me that, as of today, 1,125 is better," said Jim McKinney, chairman of the Advanced Television Systems Committee, who returned with a copy of the preliminary results from Dusseldorf, West Germany, where they were released during the recent plenary session of the International Radio Consultative Committee (CCIR) (BROADCASTING, June 4).

Flicker, a video artifact caused by the Eureka system's 50-hertz field rate, was generally believed to be the reason the 1,250-line system tested lower, even though it has slightly better resolution. "The Europeans will tell you: 'We'll fix the flicker. We'll put in a field doubling system and go to 100 fields [per second] to fix it,' " McKinney said. "That's true. You won't be able to see [flicker] if they double the number of times they flash the picture on the screen. But what that does is raise the cost of the television set."

A bar graph detailing the results of the side-by-side subjective evaluations of the two systems (see chart) was done on a CCIR-developed quality scale with 100 being the best possible picture. Subjects were asked to view the same scenes over both 240M and Eureka equipment. The scenes were still pictures, motion video and objects shown in real time over video cameras. In each of the categories, 240's average rating was slightly higher. The deviation of responses to 240M was also narrower than Eureka's, indicating a narrower statistical margin of error.

The Moscow Group first convened two years ago in the Soviet Union at Yushkiavitshus's invitation to organize the subjective tests (BROADCASTING, Sept. 12, 1988). Due to delays in the availability of the Eureka equipment, however, the tests were not held until last April 30-May 17. Tests on 1,125/60 equipment from Sony and 1,250/50 equipment from Broadcast Television Systems were performed at the All-Union Research Institute for Television and Radio Broadcasting, Moscow.

The final report on the tests is expected to be released in July. **—RMS**



DIGICIPHER SYSTEM TO BE CONSIDERED ON JUNE 22

A meeting has been scheduled for June 22 to determine whether the DigiCipher high-definition transmission system proposed by General Instrument (BROADCASTING, June 4) will be certified for testing by the Advanced Television Test Center (ATTC). The June 22 meeting will be held by the FCC advisory committee on advanced television service's working party on systems analysis. It will start at 10 a.m. at the National Association of Broadcasters headquarters in Washington.

DigiCipher's late entry into the HDTV system test process has resulted in a delay in the issuance of an ATTC test schedule. The advisory committee had originally hoped to set a new schedule within 10 days after June 1, which was the deadline for certification of each proponent's system and payment of test fees. General Instrument paid the fees for DigiCipher's testing on June 1, but the system had not yet been examined for pre-certification. Because of the advisory committee's decision to consider DigiCipher for testing, the schedule is now not expected to be released until July.

The setting of a new schedule is also being delayed because development of a format converter for production of HDTV input signals is behind schedule. The format converter, which was designed by the ATTC, is meant to record the same moving video pictures in the parameters needed for each of the proposed transmission systems. Tektronix, the company that was contracted to build the device, told ATTC that the format converter's "implementation was a bigger task than they had expected," said Peter Fannon, ATTC's executive director.

The format converter's completion, now estimated for August rather than the originally planned early July, is considered crucial to the work of the ATTC. If it is ready by August, the test center should be able to hold to its planned test material production schedule and start-up of system testing by the end of the year, Fannon said. **—RMS**

BUSINESS

UPFRONT SALES FOR SYNDICATED PROGRAMING OFF TO ROBUST START

Advertising in first-run syndication may top $1 billion; traditional guarantee system retains appeal to advertisers

Based on upfront sales so far, for more than half of available inventory, first-run syndicators expect a record upfront of $1 billion to be completed by July 4. Generally, it appears there has been improved pricing, perhaps helped by the current ratings controversy among advertisers and the three broadcast television networks. And, as network upfront negotiations become more muddled, media buyers may turn to first-run syndication and its traditional ratings guarantees.

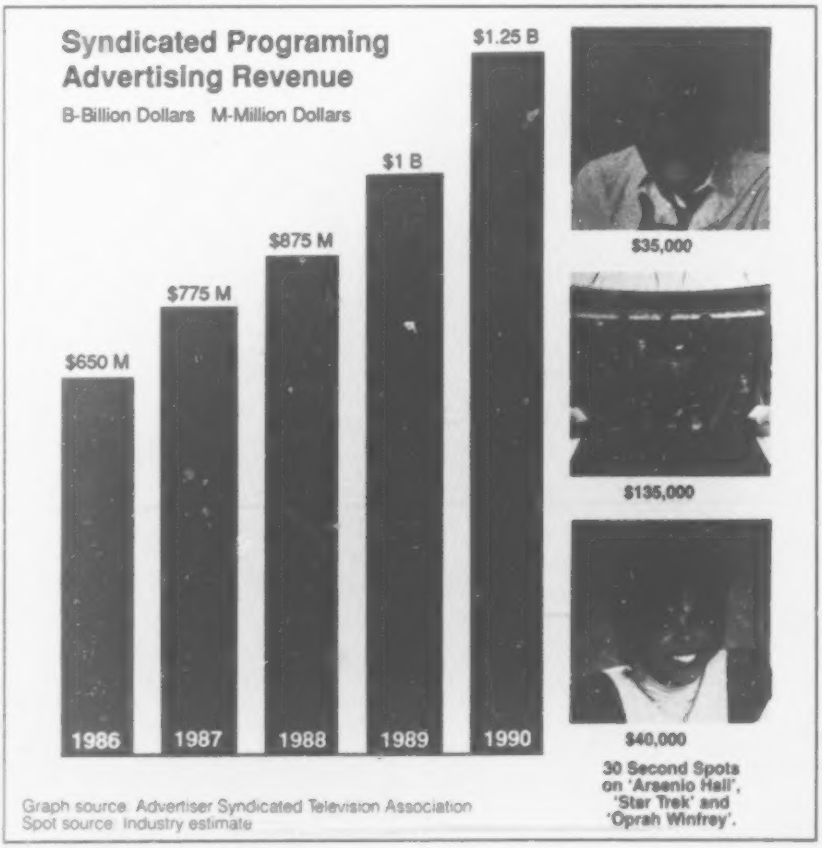
The upfront market for syndication is expected to end within the next few weeks, leaving an estimated $250 million of inventory to be sold in the scatter market. "It's time for everybody to finish their business," said Marc Hirsch, president of Premiere Advertiser Sales, the co-venture of Paramount Communications and MCA. Hirsch, who said he would prefer to completely sell out the inventory in upfront, is not the only one telling advertisers it's time to wrap it up. Most sellers of first-run syndication programing interviewed by BROADCASTING said they have sold at least 50% of their inventory and hope to sell 80% of their inventory by July 4. That, according to Duncan, is the norm in barter ad sales.

Harvey Gamm, vice president, advertiser sales, Television Program Enterprises (TPE), told BROADCASTING that over 90% of TPE's inventory has been sold. TPE inventory includes *Entertainment Tonight*, *Lifestyles of the Rich and Famous* and *Star Search*.

Another 30% to 40% of the first-run syndication marketplace is represented by King World Productions subsidiary Camelot Entertainment Sales Inc. Besides selling King World properties, Camelot also represents Buena Vista Television, Jim Henson Associates and Western International Syndication. Camelot President Steve Hirsch said Camelot will sell about 85% of its inventory in upfront. Hirsch said he was pleasantly surprised by advertisers returning to syndication at a higher level of spending.

Advertising revenue for syndicated programing has almost doubled in the last five years. In 1986, ASTA reported $650 million in ad revenue for syndicators. First-run syndication, according to Premiere's Hirsch, has "made great inroads" convincing advertisers of the value of syndication. First-run syndication, said Hirsch, is, with its better product, "convincing people that it is network quality." Hirsch is referring to syndicated success stories such as *The Arsenio Hall Show* and *Star Trek: The Next Generation*. It has been estimated those two shows will see as much as a 30% to 40% increase in CPM's. "Obviously," Hirsch went on, "there is a second tier of syndication that is not that good, but we have made great strides in closing the gap between the two tiers."

The two tiers concern media buyers who sell syndication. "There are rumblings," said Marc Goldstein, senior vice president, Lintas, "that some advertisers are disappointed with syndication and may pull back." However, the Lintas executive said, that possibility is countered by concern over what the networks might do with guarantees. A dark cloud over the success of syndication,


Syndicated Programing Advertising Revenue

B-Billion Dollars M-Million Dollars

30 Second Spots on 'Arsenio Hall', 'Star Trek' and 'Oprah Winfrey'.

Graph source Advertiser Syndicated Television Association
Spot source Industry estimate

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according to Goldstein, may be the growth of Fox. "As Fox gets more inventory, it is going to potentially draw money from some other options—syndication being one of them. It could happen this year," Goldstein said.

Whether the syndication marketplace will be helped by the delay of network upfront remains to be seen. There are those who feel that buying syndication now can only help advertisers who do not want to play by network rules. Explained Bob Cesa, vice president, advertiser sales, Twentieth Century Corp. (syndicators of *A Current Affair*): "Any advertisers that can buy both syndication and network have to be foolish if they don't put additional money in syndication. It helps their CPM's and gives the advertiser a bargaining chip. The only way the networks listen is when there is less money on the table." As to whether syndication is seeing a boost because of the network-Nielsen-advertiser debate, Cesa said the agencies have "given us all [syndicators] a big signal just by moving early and moving fast."

And the network controversy may help syndication both during the network upfront and during the scatter market. Many sales executives anticipate a "second wave" of syndication buying should the networks decide to change their guarantee policies. (ABC and NBC have announced new policies.)

First-run syndicators largely are offering the standard guarantee package even though they, too, have been hurt by Nielsen numbers, especially with children's programing where there has always been concern about using a peoplemeter with children. First-run syndication, according to Tim Duncan, executive director of the Advertiser Syndicated Television Association (ASTA), has a 30 share of the total national audience an advertiser can buy (not including cable).

Not all syndicators are sticking to the old system. The World Wrestling Federation (WWF), according to John Howard, WWF general sales manager, is cutting back on guarantees. WWF is different from most syndicators because all its shows are similar and appeal to one or two demographics. WWF sells its shows in packages to advertisers. Howard said Nielsen has shown a 25% drop in adults 18-34. However, he added, not a single major advertiser has failed to renew and WWF has added new advertisers such as L.A. Gear and Wendy's.

Unlike the networks, not everyone relies on a strong scatter market. Said Premiere's Hirsch: "As long as we get the rates we want, we're not going to hold anything back for scatter." For Hirsch, that means about $400 million in total ad revenue. He estimates that 67% of Premiere's shows are sold out. Besides *Arsenio* and *Star Trek*, Premiere's inventory includes four shows from MCA—*Harry and the Hendersons, Adam-12, Dragnet* and *Inside Report* and Paramount's *The Party Machine with Nia Peeples*. Programs sold by Premiere represent, according to Hirsch, 35% to 40% of the adult barter market. Premiere, Hirsch said, has sold its inventory in packages ranging in price between $10 million and $30 million.

Packaged goods manufacturers are the biggest advertisers in first-run syndication. According to data provided to the Television Bureau of Advertising by Nielsen's Broadcast Advertisers Reports, Philip Morris Companies Inc. was the top national syndicated advertiser in 1989 with $107 million. Procter & Gamble was second with $87.9 million. Rounding out the top five were Kellogg Co. ($50.7 million); Unilever N.V. ($39 million), and Bristol-Myers Squibb Co. ($34.4 million). All of the top five increased their syndicated ad spending over 1988 by about 36%. ■

NIELSEN EXPANDING MINORITY MEASURING

Nielsen Media Research announced last week that it is enhancing the methods it uses to collect and report data on television viewing by minority audiences. Starting in 1991, Nielsen will expand its monthly National Audience Demographic Report to include black households and about 20 black demographic categories. Nielsen will also add marketing information, including penetration estimates to determine what percent of a local market is black or Hispanic. Upon client support, Nielsen will also introduce a National black "Pocketpiece," similar to the ones produced for the broadcast-cable networks and the syndicators. The Pocketpiece would provide ratings, share, household and demographic information based on television viewing among blacks.

In addition, Tribune Entertainment and Burrell Uniworld are among the organizations preparing to launch an educational campaign to help increase the cooperation rate of Afro-Americans and other ethnic groups towards sampling research.

CHANGING HANDS

This week's tabulation of station and system sales ($250,000 and above)

WCFT-TV **Tuscaloosa, Ala.; KYEL-TV Yuma, Ariz.; WTOM-TV Cheboygan and WPBN-TV Traverse City, both Michigan, and WDAM-TV Laurel-Hattiesburg, Miss.** □ Sold by Beacon Broadcasters Ltd. to ABS Communications Corp. for $55.2 million. Price includes $400,000 cash at closing, with balance due in as yet unspecified subordinated promissory note. Stations were acquired by Beam Communications Corp. in March 1987 for $25 million. **Seller** is headed by Robert L. Gilbertson and Duncan Fraser, and has no other broadcasts interests. **Buyer** is headed by Marvin Reuben, Richard Eubanks, Clyde Haehnle, Donald Klekamp and Mamdouh Abdallah. Abdallah has interest in Equity Investment International Corp. (EIIC), which has 5.05% voting stock in Beacon Broadcasters Ltd. WCFT-TV is CBS affiliate on ch. 33 with 1,225 kw visual, 203 kw aural and antenna 540 feet above average terrain. KYEL-TV is NBC affiliate on ch. 13 with 316 kw visual, 31.6 kw aural and antenna 1,700 feet. WTOM-TV is NBC affiliate on ch. 4 with 100 kw visual, 20 kw aural and antenna 620 feet. WPBN-TV is NBC affiliate on ch. 7 with 316 kw visual, 63.2 kw aural and antenna 1,348 feet. WDAM-TV is NBC affiliate on ch. 7 with 316 kw visual, 47 kw aural and antenna 510 feet.

PROPOSED STATION TRADES

Station deals last week: 27
Dollar value: $77,463,001
1990 station deals: 408
1990 value: $1,171,963,710

WKCH(TV) **Knoxville, Tenn.** □ Sold by C. Kenneth Still, trustee, to FCVS Communications for $10 million. Price includes $250,000 deposit, $9.05 million cash at closing, and assumption of financial liabilities equaling $700,000. Station was acquired in Aug., 1987 for $1.25 million. **Seller** is trustee to bankrupt group owner Media Central, which is headed by Morton J. Kent, and his sons David J. and Donald B. Kent. Media Central has interest in WDBD-TV Jackson, Miss., and KHAI-TV Honolulu. Its trustee recently sold KBSI(TV) Cape Girardeau and KZKC(TV) Kansas City, both Missouri, and WZDX(TV) Huntsville, Ala. **Buyer** is headed by Walter K. Flynn, Murray Michaels, E. Craig Coats Jr., Ronald M. Stuart and William J. Voute, and is licensee of WACH-TV Columbia, S.C. WKCH(TV) is Fox affiliate on ch. 43 with 55 kw visual, 5.5 kw aural and antenna 1,150 feet above average terrain.

WBVR-FM **Russellville, Ky.** □ Sold by Target Communications of Kentucky Inc. to The Tremont Group Ltd. for $6 million. Earlier deal for station to Keymarket Communications for $5.25 million ("Changing Hands," June 12, 1989) was not consummated. Station was acquired in March 1984. **Seller** is headed by Don Alt, who also owns WRUS(AM) Russelville, Ky. **Buyer** is headed by Joseph C. Amaturo, Winifred J. Amaturo, Douglas Q. Amaturo, Lawrence V. Amaturo, Winifred L. Amaturo, Elizabeth M. Eisenstein and Lorna J. Amaturo. Joseph C. Amaturo, as court-appointed receiver, is licensee of KHGI-TV Kearney, KSNB-TV Superior and KWNB(TV) Hayes Center, all Nebraska. WBVR-FM has contry & western format on 101.1 mhz with 100 kw and antenna 1,047 feet above average terrain.

WFYF-TV **Watertown, N.Y.** □ Sold by Moreland Broadcast Associates to Watertown Television Corp. for $4.4 million. Construction permit for station was bought in January 1986 from Intercounty Communications Corp. for $100,000. **Seller** is headed by George W. Kimbal and Craig L. Fox, who have interest in WNYR(AM) Syracuse, N.Y.; WNYS(AM) Canton, Pa.; WTJA(TV) Jamestown, N.Y.; WNHA(AM) Concord, N.H., and WOLF-TV Scranton and WWLF-TV Hazelton, both Pennsylvania. **Buyer** is headed by Harold E. Protter, Steven J. Pruett and Sheldon Markoff. Protter is vice president of Pappas Telecasting of Midlands, licensee of KPTM-TV Omaha. Pruett is vice president of MMC Television Corp., licensee of KASN-TV Pine Bluff, Ark., and director of Channel 47

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Broadcasting Jun 25

Incorporating Broadcasting / Cable

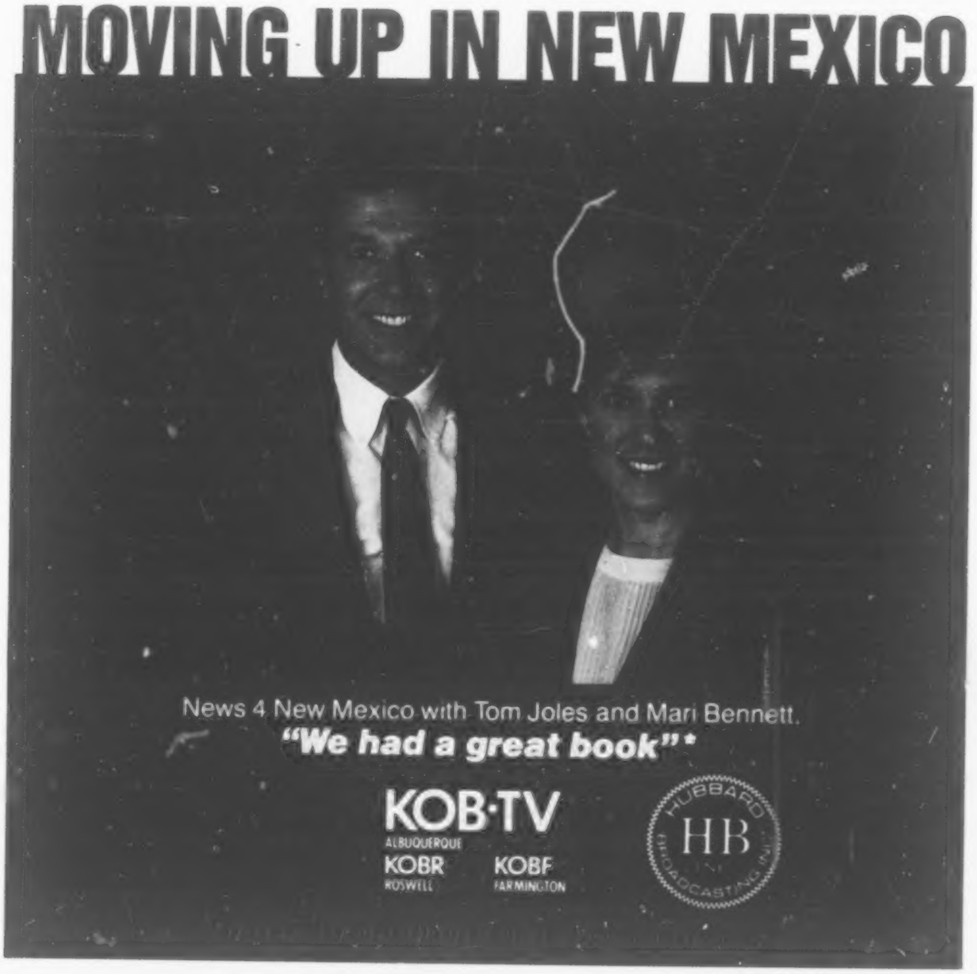
59th Year 1990

RADIO / 44
Advertising revenues on the way to $9 billion year

TELEVISION / 30
Exclusive: CBS's Jeff Sagansky talks about the road back

CABLE / 50
Digital radio: New audio arrow for cable's bow

TECHNOLOGY / 68
Out damned ghosts: TV technologists exorcising artifacts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FARMINGTON
HUBBARD BROADCASTING INC.
HB

Vol 118 No 26

AFTER THE WALL
Odyssey in Eastern Europe

Broadcasting Jun 25

THIS WEEK

NAB in session

19 / NAB BOARD MEETING

The NAB board meeting in Washington last week was dominated by discussion of cable and digital audio broadcasting. The radio board set up a special DAB task force; the TV board restated its support for cable reregulation and discussed the possibility of changing the definition for must carry to include a station's ADI, and the joint board advised broadcasters to restrain from airing sexual and violent material.

21 / TCI-NBC AFFILIATION?

John Malone, CEO of the No. 1 MSO, writes to NBC's Robert Wright proposing that TCI systems become NBC affiliates in communities where there are no licensed NBC affiliates. But the proposal is as much aimed at NBC lobbying on cable programing exclusivity as at creating cable affiliates for NBC.

22 / CABLE-BROADCAST CROSSOVER

During the Public Broadcasting Service's annual meeting in Dallas last week (see page 38), PBS said that it, WGBH-TV Boston, WNET(TV) New York and The Discovery Channel are examining the feasibility of launching a noncommercial cable adult educational network that PBS President Bruce Christensen said in no way would compete with PBS broadcast stations.

23 / CBS LATE NIGHT PLANS

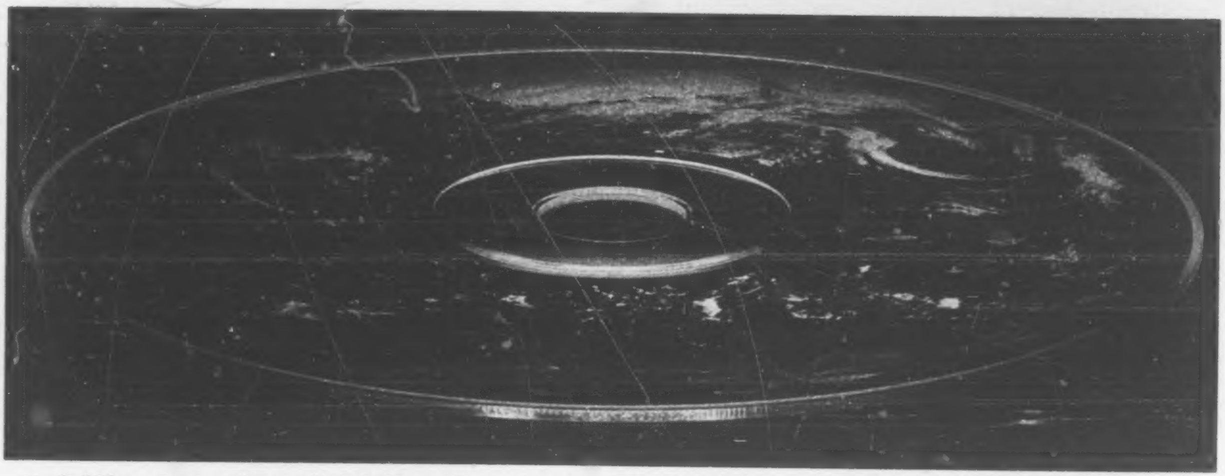
According to sources, CBS executives will announce this week at their affiliates meeting that a Norman Lear comedy and a checkerboard of action-adventure series will make up the new CBS late night lineup. However, the network may find a skeptical affiliate body and one that has been buffeted by syndicators since the cancellation of *The Sajak Show*.

24 / NAB DIARY

The National Association of Broadcasters, in association with Capital Cities/ABC, NBC, CBS and 19 other broadcast entities, has developed a new personal viewing diary it hopes will improve audience measurement. NAB has asked Arbitron and Nielsen to participate in national field tests of the new system. The new portable diary will measure both in-home and other TV viewing.

30 / ROAD TO THE TOP

CBS Entertainment President Jeff Sagansky, in an exclusive interview with BROADCASTING's Steve Coe, talks about the network's strategy to improve its network prime time standing. The game plan: "To get into business with the better producers for the long term, attract top acting talent, lower the demographic skew…and



Digital Planet is one of three digital, CD-quality cable radio services poised to marry cable operators to the audio medium.

then find some programs that we can really be proud of—which are going to define CBS for the next 10 years."

34 / DATELINE: EASTERN EUROPE

With Eastern Europe shaking itself free of Communist domination after some 40 years, BROADCASTING explores the effect of the political changes in that part of the world on broadcasting. How is it developing in the new environment of freedom? Are there opportunities for American broadcasters? Is cable emerging? To find out, BROADCASTING sent chief correspondent Leonard Zeidenberg to East Germany, Poland, Czechoslovakia and Hungary. The first of a series—an overall view of developments in those countries—appears today (June 25).

41 / CUTTING BACK ON NEWS IN TOLEDO

Another ABC affiliate is cutting back on news. WNWO-TV Toledo, Ohio, scrapped its 11 p.m. newscast and eliminated the news director position. In part, the move was made to exploit what the station sees as a more valuable late night franchise—*The Arsenio Hall Show.*

44 / RADIO AD SPENDING

Local and national radio revenue increases should surpass newspaper and TV gains for 1990, according to an upgraded economic forecast from McCann Erickson's Robert Coen. He predicts that radio's total share of advertising will reach almost $8.8 billion in 1990.

46 / RADIO CREATIVE OPPORTUNITIES

As more advertisers look to radio for cost-effective target advertising, agency executives anticipate breakthroughs for creative radio commercials.

50 / RADIO COMES TO CABLE

After delaying their launch for months, three digital radio services are starting to round up the cable support they need to roll out their wares. But to succeed, they also need to find subscribers willing to spend up to $10 a month for the CD-quality sounds.

63 / HIGH-TECH AGENDA

Several high-ranking Democratic members of the House, including Speaker Thomas Foley and Majority Leader Richard Gephardt, unveiled the party's "action agenda" to restore competitiveness of U.S. high-tech products. The plan calls for appropriation of $400 million over three years to establish a counterpart to the Defense Advanced Research Projects Agency within the Commerce Department.

68 / WHO YOU GONNA CALL?

For years, ghosts have been haunting TV broadcasters. Several developers have been working to invent ways to cancel multipath echoes that cause the annoying artifacts, especially as more tall buildings and other manmade shields to radio frequency transmissions appear on the landscape.

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RATINGS ROUNDUP

For the second week in a row, CBS climbed out of the prime time ratings cellar to finish in second place, behind NBC, leaving ABC in third place. For the week ending June 17, the standings were: NBC, 10.4/20, CBS, 9.7/19, and ABC, 9.3/18.

Nevertheless, ABC did find something to crow about. The new Saturday game show block on June 16 got off to a good start, with *Super Jeopardy!* finishing first in its time period at 8 p.m., with a 7/17. *Monopoly*, at 8:30, finished second with a 7.1/16. ABC's only nightly win of the week was Friday. NBC won Tuesday, Wednesday, Thursday and Saturday; CBS won Sunday and Monday.

Week 38 **June 11–June 17**

1st column tells rank, 2nd column tells position compared to last week: ▼-Down in rank from last week, ▲-Up in rank from last week, ■-Premiere broadcast. 3rd column tells rating, 4th column tells network, 5th column tells show.

1		16.8/29	A	Roseanne
2		16.7/31	N	Cheers
3	▲	14.7/28	F	Simpsons
4	▲	14.5/26	F	Married...With Children
5	▼	14.2/28	N	Cosby
6		14.0/26	N	A Different World
6	▲	14.0/29	N	Empty Nest
8	▲	13.8/23	A	Coach
9	▼	13.6/23	C	Designing Women
9	▲	13.6/30	N	Golden Girls
9	▼	13.6/24	N	Seinfeld
12	▲	13.5/29	A	Amer. Funniest Videos
13		13.4/25	C	NBA Finals Game 4
14		13.2/25	C	NBA Finals Game 5
15	▲	12.9/23	N	Midnight Caller
16	▼	12.8/31	C	60 Minutes
16	▼	12.8/25	N	Unsolved Mysteries
18	▼	12.7/22	N	Heat of the Night
19	▲	12.6/23	A	Wonder Years
20	▼	12.5/21	C	Murphy Brown
21	▲	12.3/22	F	In Living Color
22	▲	12.2/21	N	Movie: Those Left Behind
23	▲	11.7/22	N	L.A. Law
24	▼	11.3/25	A	Full House
24	▼	11.3/23	A	20/20
26		11.1/28	C	NBA Finals Post Game 5
27		11.0/20	C	Circus of the Stars
27	▲	11.0/21	N	Matlock
27	▲	11.0/21	A	Who's the Boss?
30	▼	10.8/19	C	Newhart
31	▲	10.5/19	A	Doogie Howser, M.D.
32	▼	10.3/19	C	Sunday Movie: Red River
32	▲	10.3/21	A	Just the 10 of Us
32	▲	10.3/20	C	Major Dad
35	▲	10.2/19	A	Sunday Movie: Live Twice
35		10.2/22	A	Flockens Spec.
37	▲	10.1/19	A	Macgyver
38		10.0/21	N	Hunter
38	▼	10.0/21	A	Perfect Strangers
40		9.9/20	C	Movie: Terror/Hwy 91
40	▲	9.9/18	C	Sydney
42	▲	9.8/20	A	Growing Pains
42	▼	9.8/18	N	Movie: Appearances
42	▼	9.8/19	C	Rescue: 911
45	▼	9.7/18	N	Dear John
46	▼	9.6/19	C	Murder, She Wrote
47	▲	9.5/18	N	Quantum Leap
47	■	9.5/17	N	Singer & Sons
49	▼	9.3/16	A	Movie: Rough Cut
49	▼	9.3/18	A	Head of the Class
51		9.2/19	N	Movie: Elvira
51	▼	9.2/17	A	Primetime Live
53		8.9/16	A	thirtysomething
54	▼	8.4/15	C	Dave Thomas Show
54	▲	8.4/16	C	48 Hours
56		8.0/15	A	Equal Justice
57		7.8/14	A	Young Riders
58	▼	7.7/14	N	Hogan Family
58		7.7/18	N	We'll Take Manhattan
60		7.6/14	A	Brewster Place
61		7.4/14	N	Where's Rodney?
62	▼	7.3/14	C	Jake and the Fatman
63	■	7.1/16	A	Monopoly
64		7.0/16	C	Most Dangerous Game
64	■	7.0/17	A	Super Jeopardy!
66	▼	6.9/15	N	Baywatch
66	▼	6.9/13	A	Father Dowling
68		6.8/14	A	Mystery Movie: Stryker
69	▼	6.6/14	F	Amer. Most Wanted
70	▼	6.4/15	N	My Two Dads
71		5.7/13	N	Movie: Fr. Clements Story
72	▲	5.6/11	F	Booker
73	▼	5.4/13	C	Paradise
74	▼	5.1/11	C	Tour of Duty
75		5.0/12	A	Life Goes On
76	▼	4.8/10	C	Beauty & The Beast
76	▲	4.8/11	F	Cops
76		4.8/9	F	Movie: Less Than Zero
79		4.4/10	F	Totally Hidden Video
80	▼	3.9/7	F	Alien Nation
81	▼	3.7/7	F	21 Jump Street
82	▲	3.3/8	F	Outsiders
83	▲	2.1/5	F	Open House
84	▲	1.9/4	F	Tracey Ullman

FREEZE FRAMES: Syndication Scorecard * **Week ended June 10**

Rank	Program (Syndicator)	Rtg	Stns	Covg
1	Wheel of Fortune, syn. (King World)	11.9	230	97
2	Jeopardy! (King World)	10.7	220	98
3	Star Trek: Next Generation (Paramount)	9.1	235	98
4	Oprah Winfrey (King World)	8.1	217	99
5	Entertainment Tonight (Paramount)	7.6	180	97
6	Cosby Show (Viacom)	7.5	202	97
7	Wheel of Fortune, wknd. (King World)	7.3	209	92
8	Current Affair (20th Century Fox TV)	7.2	194	96
9	Geraldo (Tribune)	5.4	193	99
9	Magic II (Buena Vista)	5.4	139	87
11	Donahue (Multimedia)	5.3	226	98
12	Warner Bros Vol 28 (Warner Bros Dom TV)	5.2	125	91
13	All Amer Theater	5.0	82	76
14	Mama's Family, syn (Warner Bros Dom TV)	4.7	177	92
15	Family Feud 2 (LBS)	4.6	136	86
15	People's Court (Warner Bros Dom TV)	4.6	182	92
15	Star Search (TPC)	4.6	172	97

* Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research.

RADIO

COEN SEES RADIO AD SPENDING CLOSING IN ON $9 BILLION

Ad executive says in semi-annual predictions that radio's share of advertising will grow in 1990; outlook for local, spot and network radio also improving; brokers hope good news will encourage activity by financial community

Robert Coen, senior vice president, director of forecasting, McCann-Erickson, upgraded his forecast for total radio advertising expenditures for 1990. According to forecasts released at the ad agency's semiannual presentation of its "Insider Report" (BROADCASTING, June 18), Coen predicted that radio's total share of advertising would grow from 6.7% in 1989 to 6.8% in 1990, or approximately $8.8 billion.

Local radio revenue was up 5.2% for the first quarter of 1990, according to figures supplied by the Radio Advertising Bureau. The outlook for local radio for the rest of the year, according to Coen, is a 6% increase over 1989, or $6.68 billion. By comparison, the outlook for local advertising in newspapers was only a 3.5% increase over 1989, local TV was 6% and other local media 5.7%, said Coen.

RAB President Warren Potash was "delighted" by the forecasts: "Share growth as well as share erosion is a long slow process.... This new decade will bring more structural change and bring it faster than any other in our history, with the possible exception of the 1950's. The difference is, radio is so much better positioned to prosper in this new emerging marketing climate."

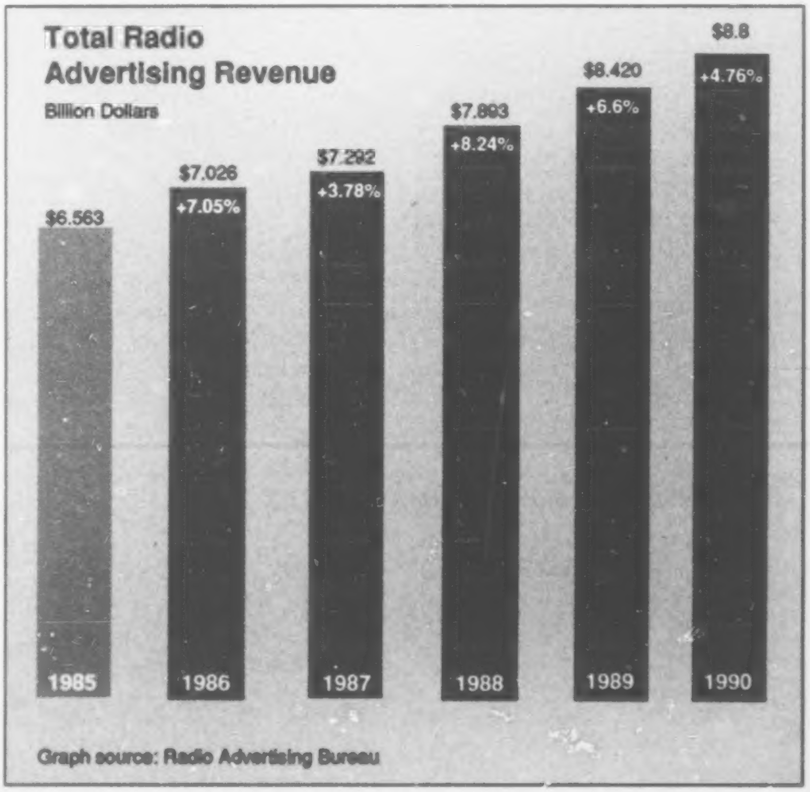
Industry brokers are hopeful that the optimistic climate will help ameliorate the sluggish station-trading marketplace. Bob Mahlman Jr., of New York-based The Mahlman Co., hopes the good news will encourage activity by the financial community. "I hope the banking community reads this and realizes that the economy for radio is coming back. We would all like to see them go back up to the levels of lending they were doing before," Mahlman said, adding: "Any news about radio doing better is good news."

"It is absolutely good for business—if forecast goes up and then the follow-through happens," said Bill Cate, president of Atlanta-based Chapman Associates. "Anytime that radio dollars go up, ultimately, stations bill more and cash flow goes up," he said.

For the first quarter of 1990, national radio revenue also increased. Spot radio in January increased by 8%, it increased in February by 3%, in March by 4% and in April by 4%, the RAB said. The overall increase for the first four months for spot radio was 4%. Network radio revenue began the year down by 3% in January, recovering to post a 7% increase in February and an 8% increase in March. It softened again to a loss of 1% in April compared to the same period last year. Overall, network radio's rate of growth in the first four months of 1990 was 4%.

The future of national advertising, according to Coen, will be marked by a reemphasis on "stronger levels of brand support for the largest and most important brand assets." The outlook for spot radio the rest of the year shows a 5% growth rate to $1.625 billion. Network radio will also finish the year up, according to Coen, posting approximately $500 million in revenue, also a 5% increase. The combined outlook for national radio is a 5% growth rate over 1989, or $2.125 billion.

A cursory look at the last five years of total radio advertising revenue estimates by the RAB (see chart) shows that radio advertising has increased every year since 1985. Projected numbers for 1990 reflect an increase of share for radio, from 6.7% of the total revenue pie, to 6.8%.



Graph source: Radio Advertising Bureau

CHANGING HANDS

This week's tabulation of station and system sales ($250,000 and above)

PROPOSED STATION TRADES

Station deals last week: **25**
Dollar value: **$13,135,759**
1990 station deals: **433**
1990 value: **$1,185,099,469**

WVSR-AM-FM Charleston, W.Va. and KCKN(AM)-KBCQ(FM) Roswell, N.M. □ Sold by Ardman Broadcasting Co. to ML Media Inc. for $5.75 million ("In Brief," June 18). Charleston stations were acquired in Nov. 1986. Roswell AM was acquired in July 1986, and FM went on air Oct., 1977. **Seller** is headed by Myer Feldman and has interests WZOU(FM) Boston, WPHR(FM) Cleveland and WEZI-AM-FM Memphis. Ardman recently purchased, subject to FCC approval, WCIB(FM) Falmouth, Mass., from Justice Broadcasting Ltd. for $2.5 million ("Changing Hands," April 2), and WIRA (AM) Fort Pierce and WOVV(FM) West Palm Beach, both Florida, from Roth Communications Inc. for $8.9 million ("Changing Hands," April 9). **Buyer** is headed by Michael L. Ludgate, former general manager of WCHV(AM)-WWWV(FM) Charlottesville, Va. WVSR(AM) simulcasts FM program and is fulltimer with CHR format on 1240 khz and 1 kw. WVSR(FM) has CHR format on 102.7 mhz with 50 kw and antenna 403 feet above average terrain. KCKN(AM) is fulltimer with adult contemporary on 1020 khz and 50 kw. KBCQ(FM) has country format on 97.1 mhz with 100 kw and antenna 300 feet above average terrain. *Broker: Bruce A. Houston of Cecil L. Richards Inc.*

KRZR(FM) Hanford, Calif. (Fresno) □ Sold by Olympia Broadcasting Corp. to Fred Sands for $1.5 million ("In Brief" June 18). Station was acquired in Dec. 1986. Olympia will use proceeds to retire debt. **Seller** is headed by James D. Ireland III, Robert E. Yaw II and Ivan E. Braiker and has interests in KYAK(AM)-KGOT(FM) Anchorage and KIAK(AM)-KQRZ(FM) Fairbanks, both Alaska; KXXR(FM) Liberty, Mo., and KTRW(AM)-KZZU-FM Spokane, Wash. **Buyer** has interest in KNAC-FM Long Beach, Calif., and recently contracted to purchase KDAY(AM) Los Angeles ("Changing Hands," April 16). KRZR(FM) has top 40 format on 103.7 mhz with 50 kw and antenna 499 feet above average terrain. *Broker: Elliot B. Evers of Media Venture Partners.*

KAYL-AM-FM Storm Lake, Iowa □ Sold by Northwestern Iowa Broadcasting Corp. to Paul C. and Mark P. Hedberg for $921,400. Price includes $35,000 down payment, $365,000 cash at closing, $300,000 promissory note payable in 10 years at 12.5%, $208,200 for six-year non-compete covenant payable in six annual installments and $13,200 for one year consulting agreement. Stations acquired in 1972. **Seller** is headed by Paul R. Benson and Kenneth Putzier, and has no other broadcast interests. **Buyers** have interest in KLSS-AM-FM Mason City and KUOO-FM Spirit Lake, both Iowa, and KEEZ-FM Mankato and KMRS(AM)-KKOK(FM) Morris, both Minnesota. KAYL(AM) is daytimer with MOR format on 990 khz with 250 w. KAYL(FM) has light gold and sports format on 101.5 mhz with 91 kw and antenna 300 feet above average terrain.

WLAG(AM) La Grange, Ga. □ Sold by West Georgia Radio Inc. to Sterling Entertainment Inc. for $537,160. Price includes $246,150 for assumption of debt to to C&S Bank and $291,000 assumption of corporation debt to James and Marlene G. Uglum. Station was acquired in Aug. 1986. **Seller** is headed by James E. and Marlene G. Uglaum, and has no other broadcast interests. **Buyer** is headed by John Robert Mitchell and Zulfikarali M. Devji, and has no other broadcast interests. WLAG(AM) is fulltimer with adult contemporary format on 1240 khz with 1 kw.

KYSN-FM East Wenatchee, Wash. □ Sold by Robert La Bonte to Stephenson Broadcasting Inc. for $635,000. Total is due in cash at closing and includes $25,000 non-compete covenant. Station was acquired in Nov. 1988. **Seller** has interest in KBRO(AM) Bremerton, Wash. **Buyer** is headed by Brian and Lori L. Stephenson, and has no other broadcast interests. KYSN-FM has country format on 97.7 mhz with 3 kw and antenna 150 feet below average terrain.

WJGA-FM Jackson, Ga. □ Sold by Tarkenton Broadcasting Co. to Donald W. Earnhart for $600,000. Price includes $300,000 cash at closing and prommisory note of $300,000 payable at 10% over 10 years. Station was acquired in May 1977. **Seller** is headed by Dallas M. Tarkenton and Donald W. Earnhart. Tarkenton has interest in Carroll County Media, licensee of WBTR-FM Carrolton, Ga. **Buyer** have no other broadcast interests. WJGA-FM has adult contemporary and black format on 92.1 mhz with 2.15 kw and antenna 374 feet above average terrain.

WKRE(FM) Exmore, Va. □ Sold by Bay Star Communications Inc. to Gillen Broadcasting Inc. for $550,000. Price includes $25,000 deposit with balance due in cash at closing. Station was acquired in Dec. 1983. **Seller** is headed by Klein Leister, William E. Esham Sr., James D. Layton and Wayne Powell. Layton is general man-

TV STATION SALES
$91,000,000*
1st Quarter-1990
*Filed with FCC
HOWARD E. STARK
Media Brokers—Consultants
575 Madison Avenue New York, N.Y. 10022 (212) 355-0405

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Vol. 119 No. 1

SUPREME COURT
HOUSE'S TURN

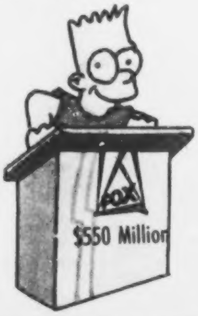
THIS WEEK

19 / LENGTHENING LINE ON CABLE REREGULATION

The House Telecommunications Subcommittee passed a tough cable reregulation bill that is at least as onerous as the version pending in the Senate. Of some consolation to the cable industry was a provision that recognizes exclusivity and a must carry/channel positioning compromise that is less stringent than the Senate language and could bring an end to broadcaster-cable public policy wars. A chart detailing the differences between the House and Senate bills is on page 20.

22 / PRIME TIME, UP FRONT

The three networks and Fox pulled in roughly $4.35 billion in the prime time upfront market, an 8.7% increase over last year's $4 billion. NBC took in $1.5 billion; ABC $1.4 billion; CBS $900 million, and Fox—with more programing to offer over last year—$550 million. Prime time ad inventory among the three networks will also be up compared to last year. Despite all the noise about guarantees, it appears that most deals came off without any problems.



House Telecommunications Subcommittee Chairman Ed Markey

23 / MORE MOBILITY IN NETWORK SPORTS RIGHTS

There were changes in the network television sports rights picture last week, as Big Ten Conference basketball and the PGA Championship left ABC for CBS, and the Southeastern Conference made its first network basketball deal with ABC.

24 / CBS AFFILIATES MEET

CBS and its affiliates kept cool in Los Angeles during that network's annual affiliate meeting, discussing issues ranging from station participation in any revenue earned by CBS if and when the financial interest and syndication rules are relaxed, to affiliates' concerns about the network's plans for prime time and late night. Larry Tisch, chairman and chief executive officer, CBS Inc., also took the opportunity to say he was "committed to CBS," amid rumors that he has been holding discussions with Disney about a possible sale of the network.

25 / COURT MAKES MINORITY PREFERENCES LAW OF THE LAND

The Supreme Court, in a surprise decision, affirmed two FCC policies aimed at promoting minority ownership of broadcast properties. The court held that the policies do not violate the Constitution's equal protection guarantee. The vote was 5-4.

27 / NEW YORK TV MARKET HEATS UP

Those keeping track of the New York television market, the nation's largest in audience delivery (but second to Los Angeles in revenues), say competition next fall, particularly among independent stations, will be the most intense in more than a decade. The expansion of the Fox network explains part of the changing competitive situation in New York. Management switches at all three independents and the strategies of the new managers explain much of the rest.

30 / 'INSIDE REPORT' CANCELED

Lack of clearance renewals from 61 client stations influenced the decision to cease production Sept. 14 of reality strip *Inside Report*, produced by WSVN-TV Miami and distributed by MCA TV. The show will not be offered in the first-run market next fall.

32 / MULTI-CULTURAL RADIO

NonEnglish language, nonHispanic formatted ethnic radio often reaches very large, diverse and loyal audiences. But these stations aren't showing up in the rating books. And although local advertisers are their bread and butter, station operators would like to see recognition from more mainstream businesses and national advertisers.

35 / RADIO JOINT VENTURE

The Financial News Network and Unistar Communications Group have entered into an agreement under which Unistar Radio Networks will distribute and market the programing of the FNN Business Radio Network. Unistar will handle all ad sales and affiliate relations functions for the network.

37 / MORE LOCAL NEWS

NBC affiliate KETK-TV Jacksonville, Tex., area cable operators and *The Longview Daily News* have formed an unusual arrangement set to launch Aug. 1 in Longview, Tex. In an effort to provide local news, the three media are cooperating in a localized newscast inserted on KETK-TV and distributed to cable subscribers.

38 / ANOTHER MSO STRIKES BACK

Continental Cablevision, citing among other things its local programing track record in New Hampshire, requests CBS affiliation for its Concord, N.H., system, as well as for other systems in the state. It's a continuation of the cable industry's effort to make a point on program exclusivity.

39 / MORE MTV

Although MTV's ratings have never returned to the levels of several years ago, the service's mix of music videos and original programing continues to produce strong bottom line numbers that would be the envy of many other cable networks.

42 / APPEALS COURT ACTION

The U.S. Court of Appeals signals its rejection of a challenge by Action for Children's Television and the Office of Communication of the United Church of Christ of the FCC policy of not requiring station applicants to provide public service plans.

Laurence Tisch makes commitment to CBS

42 / HOUSE CAN'T GIVE ENOUGH TO USIA

The U.S. Information Agency's appropriation request for fiscal 1991 was enhanced on the House floor last week. A recommendation that the USIA receive $990 million—some $4 million more than the budget request—was approved.

45 / GAMBLING ON INDEPENDENTS

Although network affiliates may be a safe equity bet, it appears that buyers are gambling on independent stations, where there is more room for growth. As one investment analyst said: "The station trading picture is bleak everywhere, but there seems to be more upside with these independents."

53 / EAST GERMAN VIEW

As the two Germanys move toward unification, preparations are underway for a merger of the two countries' radio and TV services, to the dismay of East German staffers. They had hoped theirs could remain independent. Now they have another worry, as federal funding for their services runs out.

56 / DIGICIPHER PRECERTIFIED

General Instrument Corp.'s DigiCipher, the proposed first all-digital HDTV terrestrial transmission system, won unanimous precertification for testing and is now of equal status with the six earlier proposed systems to the FCC's advisory committee on advanced television service.

57 / NAB WOULD NIX DAB BY SATELLITE

The NAB radio board has taken a hard line against the establishment of satellite-delivered national digital audio broadcasting services, which could be damaging competitors to current AM and FM stations. Of the two current U.S.-backed companies planning to provide national satellite radio, one (Satellite CD Radio Inc.) would like to reach a compromise with the NAB; the other (Radio Satellite Corp.) calls NAB's policy "a pure anticompetitive response."

79 / BIGGER IS BETTER FOR CHYRON

Isaac Hersly has watched Chyron Corp. grow from a single-product company into a multi-subsidiary group. As president of the company, Hersly is continuing its philosophy of expansion. The Chyron Group today is among the world's top manufacturers and marketers of video graphics products.

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RATINGS ROUNDUP

For the 37th time in 40 weeks, NBC has captured the weekly ratings race, while CBS after a two-week run in second, slipped back to number three. For the week ending June 24, NBC averaged a 10.3 rating and 20 share, winning Tuesday, Wednesday, Thursday and Saturday nights; ABC scored a 9/18 for the week, capturing Friday, and CBS averaged an 8.8/17, winning Sunday and Monday.

Fox's *The Simpsons* and *Married...With Children*, which burst into the top five two weeks ago, dropped to 11th and ninth, respectively. The top five programs for the week were *Cheers* (NBC), *Roseanne* (ABC), *The Cosby Show* (NBC), *Empty Nest* (NBC) and *60 Minutes* (CBS).

Week 39 **June 18–June 24**

1st column tells rank, 2nd column tells position compared to last week: ▼-Down in rank from last week, ▲-Up in rank from last week, ■-Premiere broadcast. 3rd column tells rating, 4th column tells network, 5th column tells show.

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13	▲	13.2/25	N	Unsolved Mysteries
14	▲	12.6/23	F	In Living Color
15	▲	12.5/24	C	Rescue: 911
16	▼	12.2/24	N	L.A. Law
16	▲	12.2/23	N	Sun. Movie: Knows Much
16	▲	12.2/25	A	20/20
19	▲	12.1/21	C	Murphy Brown
20	▲	12.0/26	A	Full House
21	▼	11.9/24	A	Amer. Funniest Videos
22		11.8/25	A	Family Matters
22	▲	11.8/21	C	Newhart
24	▼	11.7/21	N	Heat of the Night
25	▲	11.3/20	A	Doogie Howser, M.D.
26	▼	11.2/21	N	Midnight Caller
26	▲	11.2/22	C	Murder, She Wrote
26	▼	11.2/20	N	Movie: Stranger/Bed
26	▲	11.2/23	A	Perfect Strangers
30	▼	11.0/20	A	Wonder Years
31	▲	10.8/23	N	Hunter
32	▼	10.6/20	N	Matlock
33	▲	10.3/19	A	Head of the Class
34	▲	10.2/20	A	Growing Pains
35	▼	10.1/20	A	Who's the Boss?
36	▲	9.9/19	A	Equal Justice
37	▲	9.8/17	A	Movie: Flamingo Kid
37		9.8/18	C	Movie: Penalty Phase
39	▼	9.7/19	C	Major Dad
40	▲	9.6/19	C	48 Hours
40	▼	9.6/19	A	Macgyver
42	▲	9.5/17	N	Dear John
43		9.4/19	A	Dr. Ruth's House
44	▼	9.1/17	C	Sydney
45	▼	9.0/17	C	Sunday Movie: Bridge
45	▲	9.0/18	N	Quantum Leap
47	▲	8.9/17	C	Dave Thomas Show
48	▲	8.8/16	N	Hogan Family
48	▲	8.8/16	C	Jake and the Fatman
50	▼	8.7/18	C	Movie: Mike Hammer
50	▲	8.7/16	F	Live/Greatest Stunts
52	▲	8.4/15	A	Brewster Place
53		8.3/16	A	thirtysomething
54	▼	8.1/15	N	Singer & Sons
54		8.1/16	C	Wolf Special
56	▼	7.9/15	A	Sunday Movie: Star Trek II
56		7.9/18	N	Amen
56	▲	7.9/16	A	Father Dowling
59		7.8/16	N	Bodyguard
60	▲	7.4/16	A	Mystery Movie: Stryker
60		7.4/15	N	ALF
60	▲	7.4/16	N	Baywatch
60	▼	7.4/14	A	Young Riders
64		7.3/15	N	Hardball
65	▲	7.1/15	F	Amer. Most Wanted
66		6.9/16	N	227
67		6.8/13	C	Sporting Chance
68		6.7/14	N	Disney: Brand New Life
69	▼	6.4/15	A	Super Jeopardy!
70	▼	6.3/14	A	Monopoly
70	▲	6.3/15	C	Paradise
72		5.5/10	F	Booker
73	▲	5.4/13	F	Cops
74	▲	5.3/12	A	Life Goes On
75		5.2/11	C	Snoops
76		5.1/10	C	America: C. Brown
76	▲	5.1/12	F	Totally Hidden Video
78	▼	4.9/11	C	Beauty & The Beast
79		4.8/9	C	Normal Life
79	▼	4.9/10	C	Tour of Duty
81		4.7/9	A	Koppel Report
82	▼	4.3/8	F	21 Jump Street
83	▼	4.0/7	F	Alien Nation
84	▼	3.2/7	F	Outsiders
85	▼	2.6/6	F	Open House
86	▼	2.3/5	F	Tracey Ullman

FREEZE FRAMES: Syndication Scorecard * **Week ended June 17**

Rank	Program (Syndicator)	Rtg	Stns	Covg	Rank	Program (Syndicator)	Rtg	Stns	Covg
1	Wheel of Fortune, syn. (King World)	12.0	231	98	9	Wheel of Fortune, wknd. (King World)	6.5	208	90
2	Jeopardy! (King World)	10.6	218	98	10	Portfolio XIII (Paramount)	6.4	175	93
3	Star Trek: Next Generation (Paramount)	10.2	233	98	11	Donahue (Multimedia)	5.9	227	98
4	TV Net Movie (Tele Trib)	9.9	194	95	12	Case/Shooting Star (Viacom)	5.8	154	89
5	Oprah Winfrey (King World)	8.3	217	99	13	Geraldo (Tribune)	5.6	190	98
6	Cosby Show (Viacom)	7.1	202	97	14	People's Court (Warner Bros. Dom. TV)	4.9	182	92
6	Current Affair (20th Century Fox TV)	7.1	194	97	15	Mama's Family, syn. (Warner Bros. Dom. TV)	4.6	176	91
6	Entertainment Tonight (Paramount)	7.1	179	96	15	Orion Galaxy Network (Orion)	4.6	126	89

* Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research.

RADIO

WIVU(AM) Dunedin, Fla., helps the Odyssey Greek folk dancers at the Fun and Sun parade in Clearwater

CLEARWATER
BEACH RESORT

ETHNIC RADIO LOOKS FOR MAINSTREAM AD APPEAL

Stations programing multi-cultural niche formats may be programed directly by operator, brokering time to independent producers, or combination of two; formats have loyal listeners; but without ratings, it is difficult to convince advertisers of benefits

Multi-cultural niche radio programing has been thriving quietly on the sidelines of the industry for many years. According to the BROADCASTING YEARBOOK, 59 stations program some sort of non-English-language, non-Hispanic format. Many of these stations have evolved over the years from programing one hour of foreign language broadcasts to full-time airing of multi-cultural programing. The driving force behind these stations has been the diverse enclaves of ethnic groups that cluster thoughout the various areas of the U.S.

Multi-cultural stations may be programed directly by the operator, by brokering time to independent producers, or by some combination of the two. Local advertisers are the bread and butter of these stations, but operators would like to see recognition from more mainstream businesses and national advertisers.

Audiences for these stations are not usually represented in either Arbitron or Birch numbers, thus making it tough to sell the stations to mainstream businesses. But listener participation in out-of-station events and their interaction with the stations—via call-ins and time spent listening—indicate that stations have loyal and large followings.

A case in point is WEEF(AM) Highland Park, Ill. (Chicago). Myra Winston, administrative manager of the 1 kw daytime-only station, said the station has programed an Italian format for 28 years. "From the time we went on the air, we started a small program, and gradually, over the years, it grew. Eventually we ended up with 12 or 15 hours a week," she said. WEEF also brokers time to several Italian producers, "independent brokers" who purchase blocks of time from the station and put on their own programing. The end result includes news and music from Italy. On many occasions, said Winston, the programs are broadcast in English as "an explanation or to teach." The station programs local news as well as news from Italy.

The station also carries Greek, Romanian, Russian, Indian, Jewish and Assyrian blocks of programing. According to Winston, some of the programs alternate from one week to the next, sometimes one week per dialect. And in addition to providing the station with programing, the independent producers assume the responsibility of finding, placing and billing advertisers.

Said Winston: "We are reaching a very large, diverse community that has not been covered in broadcast programing. There are still large blocks of minorities who want to retain their language and culture not only for themselves but also for their children."

As an example of the station's loyal listeners, Winston said: "We have a group here right now that has been on 10 years—the Assyrians. They celebrate a unity day and we did a remote from that, using cellular phones."

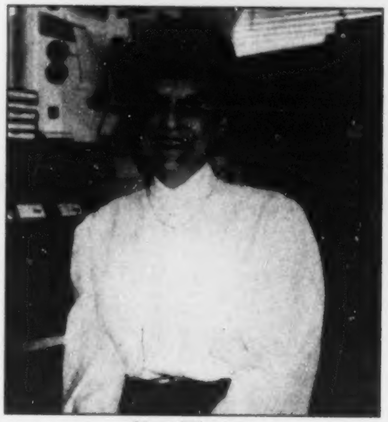
Another advantage of using independent producers, she said, is that they keep the station current on what is happening in the diverse communities. It allows the station to make timely public service announcements and interview the appropriate local figures. The station also invites guests from Italy to be on the air and has even sponsored a grape stomping.

"We don't participate in any of the ratings," said Winston. "We don't need to—we just know that within the Chicago suburban and metropolitan area that there are certain ethnic groups that have their own community. They always seem to know which programs will reach those areas and those are the ones that approach us."

The main area of coverage for the station is Highland Park and the community of Highwood. Escalating costs of doing remote broadcasts have reduced the station's ability to be everywhere it would like to be, said Winston. In the past, she said, they had always covered the annual parade in Highwood. "Now the parade has gotten much smaller, and more costly," she said. "We really can't afford to do it anymore. Costs have escalated 75% from what they used to be, and with the parade shrinking, we have trouble getting the underwriting for the remote."

There are more than 250,000 Greek-Americans living in the Tampa Bay area, according to Angelo Angelatos, program director for WLVU(AM) Dunedin, Fla. "We have over a million listeners in total," he said. "Our daily talk show in the morning receives over 200 phone calls every day." The station just sponsored an Epiphany Day Festival, said Angelatos, and more than 50,000 people attended.

Angelatos said that the station doesn't show up in the ratings books. "We don't show up in the ratings because of the way they [the rating companies] do the ratings. They don't count the ethnic population," Angelatos said. But the station, according to Angelatos, is "well supported" by the local businesses. "The only thing we try to get and don't are the bigger accounts like Coca-Cola, 7-Up, Kmart—they don't realize how good and effective ethnic radio stations are," he said.



Myra Winston

He added: "We try to tell them we have the marketplace because those Greek-Americans are not going to listen to a mainstream radio station."

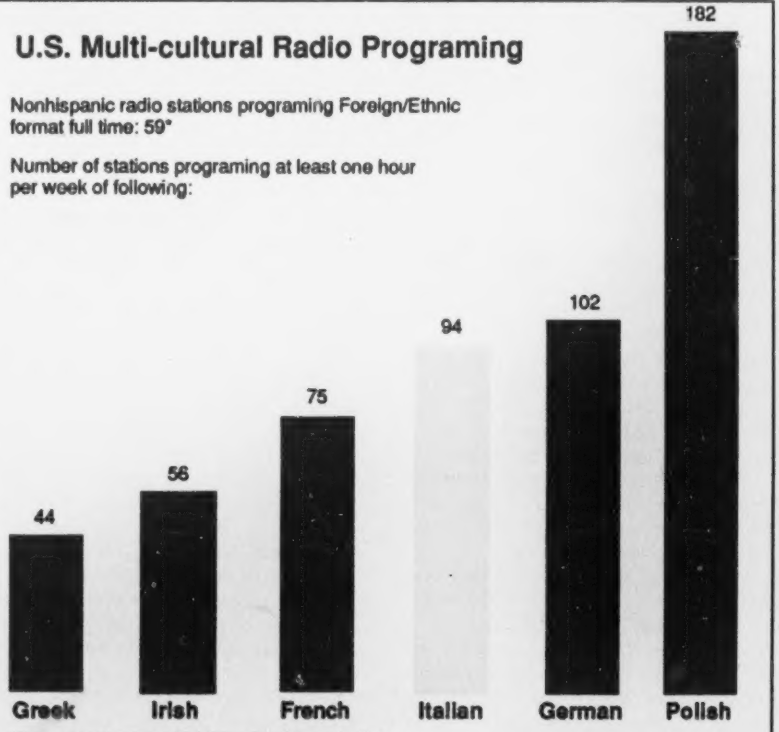
In Angelatos's estimation, "ethnic programing is a big market in the United States, but many of the advertisers don't know how to market to those groups." He noted that "the communities are there, but not the radio stations." Greek Voice Radio, the moniker for the station, is actively looking for financial backing to uplink its programing onto a satellite. Angelatos believes there is a national market of seven million underserved Greek-Americans that would listen to the station's programing.

One of the underlying goals of the station, said Angelatos, is to "help Greek-Americans be more American." The station broadcasts many hours of public affairs programing, including advice on obtaining United States citizenship and directing listeners to the right offices for legal and governmental affairs.

Said Angelatos: "We tell them what is going on, we explain to them what they have to do. We do a talk show every day between 5:30 a.m. and 8 a.m. People can call in with questions—it is in Greek. We feature the local politicians, the Mayor, and we get a lot of response from listeners and advertisers alike," he said.

The station also tries to cater to the American listener with an affinity for Greece, said Angelatos. "We have a program featuring Greek music, but the announcers speak in English. Many of our American listeners remember the music from being stationed with the military in Greece."

In an unusual arrangement, Angelatos



U.S. Multi-cultural Radio Programing

Nonhispanic radio stations programing Foreign/Ethnic format full time: 59*

Number of stations programing at least one hour per week of following:

*There are 261 stations with full time Spanish programing; 361 offer at least one hour special spanish programing per week.

said that the station has just concluded talks with the Voice of America, to receive half an hour of programing from them a week. "They promised us they are going to do it," he said.

Herminio Quadros, assistant manager of Portuguese-formatted KLBS(AM) Los Banos, Calif., told BROADCASTING that "the political activity in Portugal is our main issue. We let the Portuguese immigrants know what is going on in their country."

"We run the station the same way stations are run in Portugal," said Quadros, "because most of our employes came from Portugal." But, he noted, we are members of the National Association of Broadcasters and stay current with what is going on in the business."

The station programing includes newsfeeds from LUSA, the Portuguese news agency, and music from Brazil and Portugal. "We also sell time to 10 different contractors," said Quadros, "who happen to be Portuguese and they put their product on the air."

Financially, the station is doing well, said Quadros: they have managed to attract some car dealers and some national advertisers. "However," he added, "it is extremely difficult for us to convince the national advertisers, because they want statistics and numbers. Our listeners are not represented in those numbers.

"It is not an easy sell," said Quadros, "but we have the advantage of being the only Portuguese station in the area and we are out there in the community." The station is especially active, he said, in promoting cultural events. "We invite potential sponsors to be our guests in cultural events we sponsor," he said.

Karl Rene DeRouen has worked at KEUN(AM) Eunice, La., for 32 years. Ten years ago, along with other investors, he bought the Cajun-formatted radio station.

Said DeRouen: "We were playing Cajun when Cajun wasn't cool. One, because our listeners love it, and two, because fiscally it is a sound decision." The station, he added, finds it "easy" to sell Cajun. The station broadcasts two live remotes per week, said DeRouen, one from a "combination feed store/cocktail lounge, and one from a Cajun saloon and gumbo house."

As with other stations featured here, KEUN does not participate in or show up in any ratings. "We do our own in-house research," said DeRouen, "and we've found we have a fiercely dedicated audience. Some listeners say they never turn the radio off, they listen to our static all night and wake up with us signing on in the morning." —IC

AIRWAYS

Jeff Warshaw: Finding the Universal sound

Mineola, N.Y.-based group owner Universal Broadcasting has been programing multi-cultural radio stations for over 20 years. According to Jeff Warshaw, vice president of the group: "The way that we do it, we do not produce our own programing. We broker the time out to foreign language brokers or whoever wants to buy the time. They produce their own programing."

Jeff Warshaw

Universal is owned by Marvin Kosofsky and Howard and Miriam Warshaw, Jeff Warshaw's parents. Currently the group operates four AM's and three FM's, including inspirational, ethnic outlet KPPC(AM) Pasadena, Calif.; ethnic, heavy metal WVVX(FM) Highland Park, Ill.; Black, religious WGRT(AM) Indianapolis, Ind., and religious, Black Gospel WTHE(AM) Mineola, N.Y.

WVVX, in addition to its regular format categorization, carries special programing such as Polish, Caribbean, Ukrainian, Irish, Scottish, Armenian, East Indian and Latvian shows. Special programing on WTHE includes German, Gyanese and Haitian shows.

In essence, said Warshaw, the system is similar to the one many religious stations use to stay in business. "People buy the time and do whatever they want with it—within the guidelines of what is legal and so on," he said. The process entails making the time available to people that want to buy it, he said, and they produce their own shows. "They have their loyal followings and their loyal advertisers," said Warshaw. "And they have a niche."

He noted, however, that at no time does Universal turn the operation of the station over to the independent producers. "They provide us with the tapes and we run them ourselves," Warshaw said. "Always somebody from the station is running the control board."

Broadcasters that can gain the most advantage from a multi-cultural format, said Warshaw, are those whose signal does not cover the market as competitively as those of other stations. "If you do not have a signal that covers the market as well as some of the other broadcast outlets," he said, "it is very difficult to compete with them head-to-head. And as far as going after ratings and going after the same types of advertisers they can target, it is not always doable."

In most instances, multi-cultural stations do not participate in any of the ratings surveys and sell the concept of community heritage, culture and news. He cites as an example a Russian show. "They play Russian music and have Russian news and they attract the merchants trying to reach Russian consumers—say a Russian bakery or a Russian newspaper or whatever," he said.

Many stations also will conduct their own research for in-house use. Another way to sell the concept, said Warshaw, is getting the advertisers and potential advertisers out on the streets with the station. "If there is a German parade, for example, we have to be there covering it, obviously, because it is important that we continue to service the people that listen to us," he said. "One of the things that makes it appealing to local businessmen to get involved with the radio station is getting the power of the radio station behind them," he said.

In addition to serving as a selling point to advertisers, keeping the radio station in sync with the various ethnic groups that make up a community gives the stations an advantage in the public affairs and news arenas. Much of the success of many of these multi-cultural stations can be attributed to the desire by the listeners to keep their ties to their homeland, said Warshaw, and, just as important, to keep their children exposed to their heritage and cultural background, he said.

"We do public affairs," said Warshaw, "as much if not more than any other radio station. We have our news and our public affairs programing and we [Universal] program these in English."

Some stations even import news from the home countries of the ethnic groups they serve. —IC

BUSINESS

INDEPENDENT TV STATIONS ATTRACTIVE TO BUYERS

Station trading market is slow, but independents selling at quicker pace; buyers cite opportunity for growth

Although in general the station trading market is dreary, there have been a fair number of both large and small deals for independent stations in the last 12 to 18 months that may indicate that while affiliates may be a safe equity bet, buyers are gambling with independents, where there is more room for growth.

To buy, you need money, and senior lending is hard to obtain. Banks, according to some Fifth Estate observers, are willing to lend about six times cash flow. Most sellers of independents are looking for 12 times cash flow, while buyers do not want to go past nine times cash flow. With that gap, there have been some stations that have been on the block for quite some time. And, as might be expected, the multiples eventually level off.

"The station trading picture is bleak everywhere," said Thomas Buono, president of Broadcast Investment Analysts Inc., "but there seems to be more upside with these independents." From a banker's perspective, affiliates are still very attractive, Buono said, "but from an equity standpoint, independents have more of a chance to grow."

Barry Baker, president and CEO of River City Television, owners of UHF stations KDNL-TV St. Louis and KABB(TV) San Antonio, Tex., agreed with Buono's assessment. Baker, who purchased both his stations last year for $21.5 million and $11.5 million, respectively, told BROADCASTING: "Many bankers find that affiliate portfolios are showing the revenue increases that Fox and independents have. Some affiliates, he said, have been hurt by cost increases for *Oprah* and *Entertainment Tonight* and possibly overpaying for *Wheel of Fortune* and *Jeopardy!*.

Despite the seemingly promising independent market, there are stations in softer markets that have been on the block for some time without attracting solid offers.

Group owners that have purchased at least one independent station during that time period include Clear Channel Communications, Renaissance Communications, ABRY Communications and River City Broadcasting.

Over the last 18 months, Clear Channel has purchased WAWS(TV) Jacksonville, Fla., for $8 million; KTTU-TV Tucson, Ariz., for $8.5 million and, most recently, KSAS(TV) Wichita, Kan., for $7.9 million. All three stations are UHF's, are outside the top 50 markets, and are turnaround properties. Clear Channel, according to Chairman L. Lowry Mays, is under-leveraged compared to other companies and has an open line with its lead bank, NCNB, Dallas, that provides them with about 5.5 times the cash flow of the station being purchased. The rest, Mays said, comes from equity.

ABRY Communications, according to partner Andrew Banks, takes a different approach when buying a station. ABRY currently owns WNUV-TV Baltimore and WIII(TV) Cincinnati and has plans to acquire KZKC Kansas City, Mo.; WTTO(TV) Birmingham, Ala., and WCGV(TV) Milwaukee. Banks and his partner, Royce Yudkoff, began looking at independents over six years ago and, according to Banks, "waited patiently for over five years to acquire our first station." Most people, Banks said, first learn that a station is available and commit to a deal and then raise the financing and buy it. "Ours was the mirror image: First, we determined what we would do to turn these stations around and then we established strong equity and financing. Then, we looked for deals that may become available." Part of the plan for WNUV(TV) Baltimore (channel 54) included a new signal which now covers all of Baltimore and reaches Washington. The station is also starting to do

INVESTING IN INDEPENDENTS

Station	*Buyer*	*Purchase Price*	*Previous Purchase Price*
WUAB(TV) Cleveland	Cannell Comm.	$60 M (1990)	$12.5 M (1977)
KTXL(TV) Sacramento	Renaissance Comm.	$56 M (1989)	NM
KSTU(TV) Salt Lake City	Fox Television Stations Inc.	$41 M (1989)	$30 M (1987)
WTTO(TV)/WCGV-TV Birmingham/Milwaukee	ABRY Comm.	$40 M (1990)	$30.1 M (1986)
WHNS(TV) Asheville,N.C.	Cannell Comm.	$21 M (1989)	$206,000 (1979)
[illegible]	ABRY Comm.	$20 M(1989)	NM
WP[illegible]-TV York, PA	Renaissance Comm.	$13.5 M (1990)	$13.85 M
KABB(TV) San Antonio	River City Comm.	$11.5 (1989)	NM
WTVZ-TV Norfork, VA	TVX Broadcast Group	$10.75 M (1989)	NM
WYAH-TV Portsmouth, VA	Centennial Comm.	$10 M (1989)	NM
WDKY(TV) Danville, KY	MMC Television Corp.	$9.5 M (1989)	$25,000* (1985)
WIII(TV) Cincinnati, Ohio	ABRY Comm.	$8 M (1989)	$9.44 M (1984)
WAWS(TV) Jacksonville, Fla.	Clear Channel Comm.	$8 M (1989)	POA(1981)
KOKI-TV Tulsa, Okla.	Clear Channel Comm.	$6.07 M (1989)	NM
WNOL-TV New Orleans, LA.	Quincy Jones Broadcasting	$7 M (1989)	13.7 M (1986)
WZDX(TV) Huntsville, Ala.	Huntsville Television Acq. Corp.	$6.1 M (1989)	NM

NM—No meaning. Station was either put on air by seller or latest purchase price was not suitable for comparison.

* station not on air when bought.

better against Fox affiliate WBFF (channel 45).

Traditional methods of valuing a station such as multiples of cash flow do not always play a part in buying an independent. "Most deals today are being made with some fancy financial arrangements," said Bill Schwartz, president and CEO of Cannell Communications, which recently announced agreements to purchase WUAB(TV) Cleveland for $60 million and WHNS(TV) Asheville, N.C., for $21 million. The Asheville deal also includes all film and television barter commitments.

"In many cases," Schwartz said, "you are trying to normalize through a long-term agreement film costs that have gotten inflated and have eaten away at the cash flow."

Buyers of UHF independent stations may get additional viewership from cable reregulation. Independents on the high end of the UHF spectrum could find themselves with better channel positioning in a lower tier. "As cable moves Fox affiliates and independents to lower tiers in response to registration, the gap between VHF and UHF continues to narrow," said Baker. **-JF, PJS**

TAKING STOCK OF BROADCAST-ONLY CABLE

Regulation raises profile of low-cost basic broadcast tier

Congress will probably mandate it, the FCC will decide it and some MSO's are worried about it. The "it" is the regulation of a broadcast-signal tier, the possibility of which some MSO's are indirectly acknowledging by moving cable networks onto other tiers that would presumably not be regulated.

It is too early to know whether a broadcast-only tier would be capped at $8 per month, $10, or whether there would be any cap at all. The proposed legislation from the House Commerce committee on the matter says only that "Cable operators would be required to provide a basic service tier consisting, at a minimum, of local broadcast signals and PEG access programing. The FCC would establish a formula for determining the maximum price cable operators could charge for such a tier."

The Senate version restricts FCC involvement to those markets where "the commission finds that a cable system is not subject to effective competition," in which case it directs the FCC to "ensure that the rates for the provision of basic cable service, including [fees] for the installation or rental of equipment used for the receipt of basic service, are reasonable."

Securities analysts who follow the MSO stocks have generally downplayed the significance of a regulated basic tier, calling it one of the less important issues compared to vertical integration and ownership caps.

But at least some cable operators are concerned. The copy for ads such as one run recently by American Movie Classics plays off such fears: "[I]t seems imminent that either Congress or the FCC will soon require you to create and offer a 'lifeline' tier. What's more, they're going to tell you how much to charge for it."

The impact of such regulation on MSO's would be affected, in part, by the price-consciousness of cable subscribers, a subject that economists talk about as price "elasticity." Tele-Communications Inc. commissioned one of the only recent studies on the subject from Robert W. Crandall, a senior fellow at the Brookings Institution. Crandall found, using data from TCI systems, that a 1% increase in basic cable rates would on average lead to just over a 2% decline in subscribers. Within a modest range, he told BROADCASTING, that price elasticity would also apply to a lowering of rates, implying that a lower-cost tier might draw some subscribers.

> ***"Obviously, the cable industry doesn't want a significant percentage of the public taking 'lifeline' services.... It is provided more for cosmetic purposes."***
>
> ***—Michael Wirth, University of Denver***

The question is more than one of price, however, since a broadcast tier would contain few, if any, cable networks. Some cable operators themselves may doubt how highly the basic cable networks are valued and so have priced broadcast-only tiers at just a slight discount. Warner, for instance, has an 11-channel tier containing broadcast signals plus C-SPAN and the Learning Channel in Altoona, Pa., for which it charges $12.95. That compares to the full basic package whose additional 19 channels are, in effect, priced at cost—two dollars, for a total of $14.95 per month. In the month since the system has instituted the change, only five of 32,000 subscribers have downgraded.

Similarly, American Television & Communications offers a nine-channel broadcast tier for $14.95 in areas being rebuilt in its Charleston, W.Va. system. That compares to $15.95 for a 19-channel service in older parts of the system and a 40-channel tier in the rebuilt areas for which it is charging $19.95 per month. System manager Bill Farmer said that the price of the broadcast tier includes the costs of capital equipment, maintenance, overhead and other items.

In addition to minimizing price savings, cable operators also have other disincentives to discourage "downgrading" to a broadcast-tier. Simmons Communications, for instance, charges customers who want to switch to a broadcast tier $30 to $40, said to cover the cost of the traps and truck "roll." The tier averages about $15; adding the cable networks costs subscribers one to two dollars more. Bob Russman, vice president of marketing, said that on May 1 about 250,000 subscribers were notified of the broadcast tier and 200 have downgraded so far.

The downgrade costs are over two times as great in Los Angeles, where Continental Cablevision charges $100—to cover costs, it said—for subscribers wishing to switch to a $2.10-per-month broadcast tier, which also contains some public access channels.

Tom Hazlett, an economist at the University of California, Davis, said that discouraging "downgrading" can take other forms as well. He cited a published report two years ago in which cable TV officials in Sacramento, Calif., admitted their salespeople generally did not describe a low-cost $2.20 broadcast tier—compared to $13.50 (now $18.50) for expanded basic—to customers unless

CHANGING HANDS

This week's tabulation of station and system sales ($250,000 and above)

WMJJ(FM) **Birmingham, Ala.** ☐ Sold by Capital Broadcasting Corp. to Ameron Broadcasting for $16.5 million (see "Closed Circuit," June 18). Station was acquired in Dec. 1982. **Seller** is headed by Kenneth S. Johnson and has interest in WKSJ-FM Mobile and WKSJ(AM) Prichard, both Alabama; WRKA(FM) St. Matthews, Ky.; WTRG(FM) Rocky Mount, N.C., and WGFX(FM) Gallatin, Tenn. Capital has sold KQFX(FM) Georgetown, Tex., and WCAW(AM)-WVAF(FM) Charleston, W.Va. ("Changing Hands," May 14). **Buyer** is headed by Joseph Dorton, who is Radio Advertising Bureau board member and former Gannett Radio president. WMJJ(FM) has adult contemporary format on 96.5 mhz with 100 kw and antenna 1,027 feet. *Broker: Blackburn and Co.*

PROPOSED STATION TRADES

Station deals last week: **18**

Dollar value: **$33,550,571**

1990 station deals: **451**

1990 value: **$1,218,650,040**

KBUL(FM) **Carson City, Nev., and** WAVH(FM) **Mobile, Ala.** ☐ Sold by Marathon Communications Inc. to Atmor Properties Inc. for assumption of approximately $5.5 million debt. Stations were acquired in 1988. **Seller** is headed by Patrick Shaughnessy and has sale of KHAT-AM-FM Lincoln, Neb., to Tate Communications for $1.325 million pending. **Buyer** is subsidiary of AT&T Credit. Corp., and is headed by T.C. Wajnert, R.B. Lasken, C.S. Whittaker, and J.H. Krollfeifer, and has no other broadcast interests. KBUL(FM) has country and western format on 98.1 mhz with 75.9 mhz and antenna 2,273 feet above average terrain. WAVH has oldies format on 96.1 mhz with 100 kw and antenna 1,141 feet.

WERC(AM) **Birmingham, Ala.** ☐ Sold by SunGroup to Ameron Broadcasting Inc. for $4.2 million. Station was acquired in 1972. **Seller** is headed by Frank A. Woods. SunGroup will continue operating WKXX-FM Birmingham and has interest in WOWW-FM Pensacola and WGNE(FM) Titusville, both Florida; KESY-AM-FM Omaha; KKSS(FM) Santa Fe; KMJJ(FM) Shreveport, La., and KKYS(FM) Bryan, KWFS(FM) Wichita Falls, KEAN-AM-FM Abilene and KYKX(FM) Longview, all Texas. **Buyer** is headed by Joseph Dorton (see WMJJ[FM] Birmingham, Ala., above). WERC is fulltimer with news and talk format on 960 khz with 5 kw.

KSOO(AM)-KPAT(FM) **Sioux Falls, S.D.** ☐ Sold by KSOO Radio Inc. to T&J Broadcasting Inc. for $2.4 million. Price includes $1.15 million cash at closing, $500,000 promissory note payable in 13 years at 9%. Stations were acquired in November 1972. Seller is headed by Joseph and Sylvia Henkin, and has no other broadcast interests. Buyer is headed by Thomas E. Ingstad and Randy Holland, who have interest in KBMW(AM)-KLTA-FM Brechenridge, Minn.; KIT(AM)-KATS(FM) Yakima, Wash.; KXIC(AM)-KKRQ(FM) Iowa City, Iowa; KIMM(AM) Rapid City, S.D.; KFKA(AM)-KSQI-FM Greeley, Colo., and KPXR-FM Anchorage, Alaska. KSOO has MOR format on 1140 khz with 10 kw day and 5 kw night. KPAT has adult contemporary format on 97.3 mhz with 60 kw and antenna 221 feet.

KDLM(AM)-KKDL-FM **Detroit Lakes, Minn.** ☐ Sold by Grignon Radio Inc. to Leighton Enterprises Inc. for $1.41 million. Price includes $1,000 deposit, $119,000 cash at closing, $50,000 interest free promissory note payable in five years, and assumption of $1.24 million of debt. Stations were acquired in June, 1987. Seller is headed by Ro D. Grignon and has no other broadcast interests. **Buyer** is headed by Alver Leighton, Clyde Johnson and James Abbey and has interest in KCLD-AM-FM St. Cloud, Minn.; KOUR-AM-FM Independence KNIA(AM)-KRLS-FM Knowville, both Iowa. Leighton and Johnson have interest in Washington Radio Inc., licensee of KCII-AM-FM Washington, Iowa, and SS Broadcasting Inc., licensee of KYCK-FM Crookston, MN. KDLM is fulltimer

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venture Two Inc., licensee of WKEE-AM-FM Huntington, WV, and Adventure Four Inc., licensee of WSIC(AM)-WFMX(FM) Statesville, NC. Michael R. Shott owns 49% of Adventure Three Inc., permittee of WBJY-FM Wheeling, WV. Action June 8.

NEW STATIONS

Applications

■ **Baker, CA** (BPH900607MA)—Baker Broadcasting Co. seeks 101.5 mhz; 4.6 kw; ant. 1,289 ft. Address: 2322 S. Second Ave., Arcadia, CA 91006. Principal is headed by Joel T. Saxberg and Joseph E. Talbot and has no other broadcast interests. Filed June 7.

■ **Baker, CA** (BPH900607ME)—Dulos Broadcasting Inc. seeks 101.5 mhz; 50 kw; ant. 492 ft. Address: 9111 Pristine Circle, Orlando, FL 32818. Principal is headed by Anthony Renay Adams, Denise Folse Adams, Henry L. Marine and Ruby L. Ford and has no other broadcast interests. Filed June 7.

■ **Lompoc, CA** (BPH900522MH)—Noe-Wal Broadcasting seeks 104.9 mhz; 3 kw; ant. 328 ft. Address: 5146 Onacrest Dr., Los Angeles 90043. Principal is headed by John W. Smith Jr. and has no other broadcast interests. Filed May 22.

■ **Warner Robins, GA** (BPH900530MF)—Warner Robins Communications Inc. seeks 102.5 mhz; 3 kw; ant. 328 ft. Address: 2361 Kensington Rd., Macon, GA 31211. Principal is headed by Charles E. Richardson and Obi and Esther Okehi and has no other broadcast interests. Filed May 30.

■ **Warner Robins, GA** (BPH900531MC)—Voice North Inc. seeks 102.5 mhz; 4 kw; ant. 328 ft. Address: 125 Holly St., Warner Robins, GA 31093. Principal is headed by John Norville, Andrew J. Guest and Troy Mattox. Guest and Mattox each own 50% of Mattox Guest Broadcasting Inc., licensee of WKUB(FM) Blackshear and WDEC-AM-FM Americus, both Georgia, and WCOG(AM)-WZBZ(FM) Ridgeland, SC. Filed May 31.

■ **Bolingbroke, GA** (BPH900529MD)—Q3 Corp. seeks 102.1 mhz; 3 kw; ant. 328 ft. Address: P.O. Box 71, Bolingbroke, GA 31004. Principal is headed by Quimby and Louisa Melton III, and has no other broadcast interests. Filed May 29.

■ **Bolingbroke, GA** (BPH900530MG)—Leslie E. Gradick seeks 102.1 mhz; 3 kw; ant. 328 ft. Address: 32 Saddle Mountain Rd., Rome, GA 30161. Gradick has no other broadcast interests. Filed May 30.

■ **Bolingbroke, GA** '(BPH900530ME)—Donald L. Jones seeks 102.1 mhz; 3 kw; ant. 328 ft. Address: 3017 Piedmont Rd., NE, #200, Atlanta 30305. Jones holds CP's for LPTV's at Daytona Beach, Cocoa, Titusville and Sebastian, all Florida, and has interest in WAOS(AM) Austell, GA. Filed May 30.

■ **Bolingbroke, GA** (BPH900531ME)—Joseph I. Kendrick seeks 102.1 mhz; 3 kw; ant. 328 ft. Address: P.O. Box 300, Bolingbroke, GA 31004. Kendrick has no other broadcast interests. Filed May 31.

■ **Streator, IL** (BPH900516MJ)—Daugherity-Reagan Partnership seeks 106.1 mhz; 3 kw; ant. 328 ft. Address: 25 Boys Rd., Streator, IL 61364. Principal is headed by Caroline A. Daugherity and Joseph F. Reagan and has no other broadcast interests. Filed May 16.

■ **Stamping Ground, KY** (BPH900607MC)—Scott County Broadcasting Inc. seeks 99.1 mhz; 3 kw; ant. 328 ft. Address: 11 E. Main St., Georgetown, KY 40324. Principal is headed by Patrick R Leigh, Mark Farrow and James P. Gray and has no other broadcast interests. Filed June 7.

■ **Slidell, LA** (BPCT900518KO)—Unicorn/Slidell LPTV seeks ch. 54; 14 kw; ant. 498 ft. Address: 1536 Logan Ave., Altoona, PA 16602. Principal is headed by Caroline K. Powley. Filed May 18.

■ **Bridgman, MI** (BPH900510MS)—Dybedock and Associates Inc. seeks 97.5 mhz; 3 kw; ant. 328 ft. Address: 1455 Budd Blvd., Kankakee, IL 60901. Principal is headed by Howard S. and Charlene H. Dybedock. Howard Dybedock is director of Michigan City FM Broadcasters Inc., licensee of WEFM-FM Michigan City, IN. Filed May 10.

■ **Winona, MN** (BPH900514MD)—James Ingstad Broadcasting Inc. seeks 101.1 mhz; 1.9 kw; ant. 574 ft. Address: 232 3rd St. Northeast, Valley City, ND 58072. Principal is headed by James Ingstad, who has interest in KNUJ(AM)-KXLP-FM New Ulm and KRFO-AM-FM Owatonna, both Minnesota; holds CP for new FM at Springfield, MN; KOVC-AM-FM Valley City, ND; KWAD(AM)-KKWS-FM Wadena, MN, and KFKA(AM)-KSQI(FM) Greeley, CO. Filed May 14.

■ **Winona, MN** (BPH900514MJ)—Winona Radio Co. seeks 101.1 mhz; 2.25 kw; ant. 544 ft. Address: 2405 Fawn Ln., Green Bay, WI 54307. Principal is headed by Ahna M. Wheeler and Ray L. Wheeler, who have interests in WOMA-FM Algoma and WOWM-FM Shawano, WI, and WJNR-FM Iron Mountain, MI. Filed May 14.

■ **Winona, MN** (BPH900514ML)—R and B Partnership seeks 101.1 mhz; 1.89 kw; ant. 593 ft. Address: 3715 First Pl., NW, Rochester, MN 55901. Principal is headed by George A. Braunreiter and Richard Radke and has no other broadcast interests. Filed May 14.

■ **Chateaugay, NY** (BPH900518MN)—Vector Broadcasting Inc. seeks 94.7 mhz; 1.703 kw; ant. 610 ft. Address: P.O. Box 36, Fairfield, CT 06430. Principal is headed by Timothy D. Martz and Richard J. Young. Martz is 90% shareholder of Zephyr Broadcasting, permittee of WNZL(FM) Norway, MI. Filed May 18.

■ **Conklin, NY** (BPH900514MK)—Terri L. English seeks 100.5 mhz; 1.3 kw; ant. 186 ft. Address: 30 Merriman St., Rochester, NY 14607. English has no other broadcast interests. Filed May 14.

■ **Endwell, NY** (BPH900515ME)—Maurice F.A. Battisti seeks 107.5 mhz; 3 kw; ant. 328 ft. Address: 314 Skye Island Dr., Endicott, NY 13760. Battisti has no other broadcast interests. Filed May 15.

■ **Endwell, NY** (BPH900516ML)—Great Scott Broadcasting seeks 107.5 mhz; 3 kw; ant. 328 ft. Address: P.O. Box 638, Pottstown, PA 19464. Principal is headed by Faye Scott, Elmer S. Friedberg and Harold Litvin, and has interest in WKST(AM) New Castle,

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	**4,981**	**250**	**5,231**
Commercial FM	**4,282**	**859**	**5,141**
Educational FM	**1,425**	**278**	**1,703**
■ Total Radio	**10,688**	**1,387**	**12,075**
Commercial VHF TV	**549**	**19**	**568**
Commercial UHF TV	**550**	**188**	**738**
Educational VHF TV	**124**	**4**	**128**
Educational UHF TV	**225**	**22**	**247**
■ Total TV	**1,448**	**233**	**1,681**
VHF LPTV	**300**	**205**	**505**
UHF LPTV	**457**	**1,508**	**1,965**
■ Total LPTV	**757**	**1,713**	**2,470**
FM translators	**1,831**	**301**	**2,132**
VHF translators	**2,721**	**123**	**2,844**
UHF translators	**2,211**	**395**	**2,606**

CABLE

Total subscribers	**53,238,000**
Homes passed	**73,900,000**
Total systems	**9,500**
Household penetration†	**57.8%**
Pay cable penetration	**29.7%**

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

C1750-1

Broadcasting Jul 9

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How to avoid "The Repo Man": New player in 90's radio

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Special report on syndication: the look of '91-'92

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GTE opens up 28-channel PPV world in Cerritos

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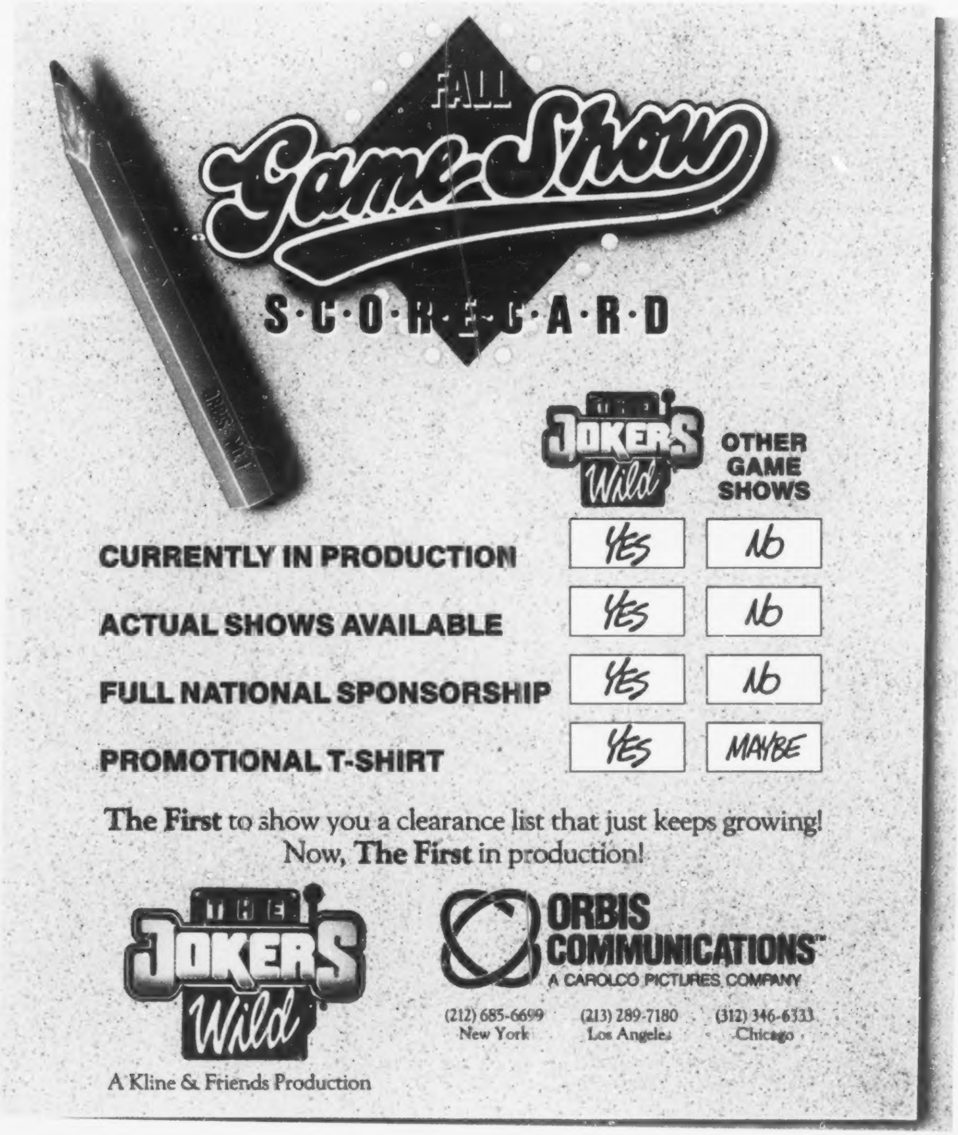
AM improvement: after the deadlines comes the wait


FALL Game-Show S·C·O·R·E·C·A·R·D

	The Jokers Wild	OTHER GAME SHOWS
CURRENTLY IN PRODUCTION	YES	NO
ACTUAL SHOWS AVAILABLE	YES	NO
FULL NATIONAL SPONSORSHIP	YES	NO
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Vol. 119 No. 2

TELCO ENTRY

THIS WEEK

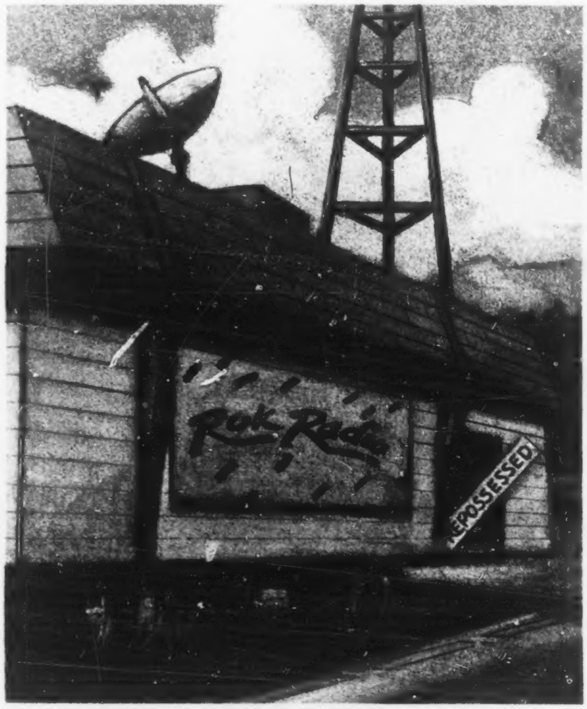
27 / CABLE BILLS, TELCO PROSPECTS PRIORITY ISSUES ON HILL

Cable legislation and the issue of telco entry top the Hill's agenda as lawmakers return from their July 4th recess. Broadcast and telephone lobbyists will be out in force lobbying members of the House Commerce Committee, which is likely to vote on a proposed telco amendment when it takes up cable legislation as early as July 17 or 18. In the Senate, a July 24 hearing is scheduled on legislation that would permit phone companies to deliver video services, and the parent Commerce Committee may vote on it soon after.

United States Telephone Association President John Sodolski is bullish about his industry's prospects. He says there is support in the House for a telco-entry amendment. The National Association of Broadcasters, on the other hand, stands ready to fight telco entry. National Association of Broadcasters President Eddie Fritts says telcos have been riding an anti-cable wave and that their campaign has not advanced on the merits of the issue.

28 / 'LAST GREAT (DBS) OPPORTUNITY'

Stanley S. Hubbard's USSB high-power direct broadcast satellite venture became "all set" with startup equity last week, when Pittway Corp. and broadcast/cable veteran Burt Harris committed tens of millions of dollars to that partnership—the "last great opportunity in broadcasting," in the eyes of Pittway President King Harris.



Drawn for BROADCASTING by John Kachik

The 'Repo Man' comes to radio: page 48

30 / HANDS ACROSS THE MEDIA

Cable advertising executives give high creative marks to WBZ-TV Boston for its proposal to sell local avails for cable to resell. The question remains, however: Can a formula be worked out that is beneficial to both sides?

31 / DIVIDED CBS LOYALTIES

Just two weeks after CBS announced its late night plans and made strong appeals for loyalty among its affiliates, a poll of the top 20 markets reveals that the network will not have an easy time clearing its late night lineup next fall. Six stations will not carry the lineup at all.

32 / GI BUYOUT

General Instrument Corp. has agreed to a $1.6 billion buyout by Forstmann Little & Co., a New York-based investment firm. GI spokesmen say that the deal will not affect new technologies now being developed by its VideoCipher and Jerrold divisions.

33 / HAPPY DAYS

Just-completed daytime upfront brought ABC, CBS and NBC $950 million, a 13% increase over last year's $840 million daytime upfront. According to network and agency sources, ABC pulled in $360 million, CBS $340 million and NBC $250 million.

34 / TV SYNDICATION: MORE COMPETITION, FEWER SLOTS

The pieces of first-run syndication programs for the 1991-92 season are beginning to come together, including new entries in the late night race and more competition among talk and game shows.

35 / GOING FOR BEST OF TIMES

Faced with a tight market in 1990-91, first-run game show and reality program syndicators are trying to negotiate the best time periods for their shows from stations. Among the incentives being offered are more co-op promotional dollars and reduced cash license fees.

48 / RADIO REPOSSESSED

Many radio broadcasters who purchased stations at unrealistic cash flow multiples in the late 1980's are falling into performance default. As a result, many financial institutions—senior and subdebt lenders alike—are finding themselves in the role of "repo man."

52 / AM TO THE RESCUE

A Jackson, Miss., FM will simulcast co-located AM programing in an effort to become economically viable. The 10-year agreement is set up as a network affiliation.

54 / THE CERRITOS PROJECT

GTE has unveiled the country's most ambitious pay-per-view project, a 28-channel offering in its video/voice test bed in Cerritos, Calif.

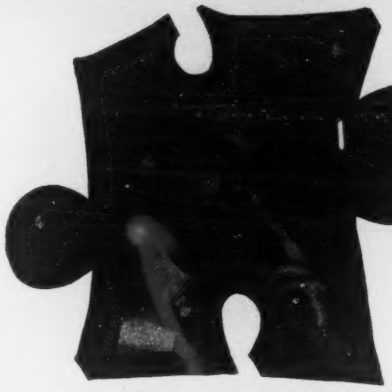
57 / CTAM 1990

There is no understatement in the theme of this year's CTAM conference in San Diego—"The Rules Are Changing"—as cable faces new challenges in a new decade.

58 / WHAT ABOUT PTAR?

Even if the FCC grants Fox exemption from fin-syn or elimination of the rules, the prime time access rule could still cause Fox affiliates to lose. According to the affiliates, unless the FCC also grants them relief from PTAR, those in the top 50 markets that are subject to the rule could be forced to shelve millions of dollars in syndicated off-network programing and to scramble for replacement programing in what would be a sellers' market.

Lew Rywin, VP, Committee for Radio & TV, Poland: page 72



Pat Sajak is among possible players in 1991-92 syndication development: page 34

60 / WCA GETS WIRED

The Wireless Cable Association heads to Denver July 22 for its annual convention. Among topics of concern at the meeting is the need for strong program access provisions in cable legislation now before both the Senate and the House. The three-day convention, where some 750 to 1,000 attendees and about 60 exhibitors are expected at the Sheraton Denver Tech Center, will focus on the how to's of establishing and operating profitable systems.

62 / HEY BUDDY, SELL ME A NOTE

Seller paper—when the seller of a property provides a note or loan to the buyer—is playing a bigger role in completing station deals. And, with banks tightening up and mezzanine lenders vanishing, seller paper may move beyond radio deals into television and cable.

71 / MIXED STANDARD RECEPTION

Less than satisfied with the FCC's adoption of the subcarrier method as the automatic transmitter identification system (ATIS) standard, major video uplinkers, including NBC and ABC, will take advantage of a waiver allowing the continued use of an alternate method.

72 / POLAND SEARCHES FOR A FIFTH ESTATE IDENTITY

Poland moves toward a reorganization of a broadcasting system that for more than 40 years has worked to serve the state. Commercialization of radio and television is in the works, as the parliament prepares to consider legislation to establish the framework for broadcasting in a nonCommunist Poland. Meanwhile, the government's foray into cable television in a joint venture with an American company is expected to get under way next fall.

74 / AM IMPROVEMENT PROGRESSING SLOWLY

Following the FCC's June 30 deadline for implementation of the National Radio Systems Committee emission standard, as many as a third of all AM stations could be in violation of FCC rules. July 1 was the date for Western Hemisphere countries to begin broadcasting in the expanded AM band (1605 khz-1705 khz). But an FCC plan for allotment of U.S. stations in the expanded band appears to be several months away from being final.

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CABLE OPERATORS PONDER AD PROPOSAL FROM WBZ-TV

Group W station getting high marks for creativity with plan to have operators sell some local avails; question remains whether numbers can work for both

Boston area cable advertising executives are intrigued with an offer put forth by WBZ-TV Boston to sell to cable operators a small portion of the station's local avails in selected news programing ("Closed Circuit," July 2). Many major hurdles remain, but if an arrangement is struck, it could usher in a new era in cooperation between broadcaster and cable operator.

"It is the best possible way for a station and cable operator to basically work together toward a common goal," said John Spinola, vice president and general manager of WBZ-TV. The talks are in the early stages, and, he said, "there are more questions than there are ready answers." But, he added, "this is a program that we think can work."

The proposal is getting high marks on ingenuity from cable executives, with the big question being whether the numbers can be worked out to benefit both sides. "It's a very creative idea," said Nancy Jackson, vice president, marketing and programing, New England region, Continental Cablevision.

Bob Williams, president of National Cable Advertising, a cable rep based in Boston that also runs the area's interconnect, said the proposal "is an intriguing idea." The issue, he said, is whether "the pricing will work for both parties."

Dan Viles, regional sales manager for Cable AdNet, said Spinola "should be applauded," because the proposal potentially "creates a bridge to all the cable players in New England, and may only be the opening round" for other broadcasting-cable ventures.

What WBZ-TV is proposing to the local cable operators is that they sell one 30-second avail in the *Today* show, *Eyewitness News* at noon, *Live on 4* at 5:30 and *Eyewitness News Evening*, at 6-7 p.m. In year two, another spot in *Today* and the evening news would be added. By year four, operators could be selling 10 spots in six different programs, with the addition of spots in the early morning news before *Today* and *Evening Magazine*, at 7:30-8.

The wholesale rate card—the per-subscriber fee operators would pay WBZ-TV monthly—would depend on the system's size. The rate card that was initially floated called for a payment of .005 cents per subscriber per month in systems of up to 7,500 subscribers in year one, rising to .007 by year five. For systems above 50,000, the figures were .0025 and .0035. Cable operators would set their own retail rates.

The proposal would only kick in if 60% of the area's cable systems signed on. Continental and Cablevision Systems are the area's largest operators, and both those companies (and probably a few more systems) would have to come aboard to reach the 60% level, Spinola estimated.

Spinola said the proposal stems from

CABLE NETWORKS POST SECOND-QUARTER GAINS

Second-quarter prime time ratings for the 15 cable networks reporting figures totaled 16.65, a 6.7% increase over last year's second quarter, during which the networks earned a combined 15.6 rating. Showing marked improvement was TNT, which had the NBA playoffs during the quarter, and rose to a 1.9 from a 1.3 last year.

Although ratings for the first quarter of ESPN's baseball package haven't been as high as the network expected, they were still good enough to raise the network from a 1.3 in prime time last year at this time to a 1.8.

A&E also showed improvement in prime time.

WTBS(TV) Atlanta was down from a 2.8 in last year's second quarter to a 2.1 this year. A spokeswoman attributed the decrease to a decline in HUT's (homes using television), which dropped from 58.5 last year to 57.5 this year. MTV and Headline News both declined slightly.

	Prime Time				*Full Day*			
Network	*2Q 90 Rating*	*(HH)*	*2Q 89 Rating*	*(HH)*	*2Q 90 Rating*	*(HH)*	*2Q 89 Rating*	*(HH)*
USA	2.3	(1,209,000)	2.2	(1,037,000)	1.1	(595,000)	1.1	(513,000)
WTBS	2.1	(1,136,000)	2.8	(1,377,000)	1.5	(794,000)	1.5	(751,000)
TNT	1.9	(865,000)	1.3	(355,000)	0.9	(434,000)	0.8	(224,000)
ESPN	1.8	(1,009,800)	1.3	(661,700)	0.8	(448,800)	0.7	(356,300)
CNN	1.1	(580,000)	1.0	(504,000)	0.6	(317,000)	0.6	(297,000)
A&E	1.05	(479,000)	0.8	(328,000)	0.4	(184,000)	0.3	(115,000)
Nashville	1.0	(502,000)	0.9	(446,000)	0.5	(251,000)	0.4	(204,000)
Discovery	0.9	(453,100)	0.7	(287,200)	0.5	(251,700)	0.4	(164,100)
Nick at Nite	0.9	(446,200)	0.8	(365,600)	0.6	(310,800)	0.5	(228,500)
Lifetime	0.9	(434,000)	0.9	(400,000)	0.5	(261,000)	0.6	(226,000)
Family Ch.	0.9	(424,000)	0.9	(401,000)	0.6	(318,000)	0.7	(302,000)
MTV	0.7	(359,000)	0.8	(368,520)	0.6	(309,000)	0.6	(276,390)
BET	0.6	(165,000)	0.5	(121,000)	0.5	(137,000)	0.5	(105,000)
HL News	0.3	(135,000)	0.4	(132,000)	0.3	(127,000)	0.3	(126,000)
VH-1	0.2	(75,000)	0.3	(96,000)	0.2	(75,000)	0.2	(64,600)
Nick	—	—	—	—	1.0	(518,000)	1.1	(502,700)

Discovery's full day is 9 a.m.-3 a.m.; Lifetime's is 7 a.m.-1.a.m.; BET's is noon-1 a.m.; Family Channel's is 9 a.m.-3 a.m.; Nickelodeon's is 6 a.m.-8 p.m.; Nick at Nite's is 8 p.m.-6 a.m. A&E figures are the combined unit rating of its two programing blocks from 8 p.m. to 4 a.m.

RATINGS ROUNDUP

For the week ending July 1, NBC won the weekly ratings battle, its 10.4 rating/21 share signaling its 38th victory in 41 weeks. ABC was second with an 8.7/18, while CBS placed third with an 8.6/17. Fox turned in a 6/12 for the week. NBC won Tuesday, Wednesday, Thursday and Saturday nights, and was tied for Monday night with CBS, which also won Sunday night. ABC won Friday night. The top five programs of the week were *Cheers* (NBC), *A Different World* (NBC), *Roseanne* (ABC), *Designing Women* (CBS) and an *FM Special* (NBC).

Week 40 **June 25–July 1**

1st column tells rank, 2nd column tells position compared to last week: ▼-Down in rank from last week, ▲-Up in rank from last week, ■-Premiere broadcast. 3rd column tells rating, 4th column tells network, 5th column tells show.

1		16.8/32	N	Cheers
2	▲	13.8/28	N	A Different World
3	▲	13.7/25	C	Designing Women
3	▼	13.7/26	A	Roseanne
5		13.5/26	N	FM Special
6	▼	13.3/29	N	Empty Nest
7	▼	13.2/28	N	Cosby
7	▼	13.2/29	N	Golden Girls
7	▼	13.2/30	C	60 Minutes
10	▲	13.1/27	N	Unsolved Mysteries
11	▼	12.6/24	F	Simpsons
12		12.2/24	N	Quantum Leap/Thurs.
13	▲	12.0/22	C	Murphy Brown
14	▼	11.9/22	A	Coach
14	▼	11.9/22	F	Married...With Children
14	▲	11.9/22	N	Sun. Movie: Perry Mason
17	▲	11.8/24	A	Amer. Funniest Videos
18	▲	11.7/27	A	Full House
19		11.6/22	N	Quantum Leap/Tues.
20	▲	11.5/21	N	Heat of the Night
20	▲	11.5/22	A	Wonder Years
22	▲	11.3/21	C	Movie: Babycakes
22		11.3/25	A	Family Matters
24	▼	11.2/21	C	Newhart
24	▼	11.2/23	A	20/20
26	▲	10.9/22	N	Matlock
26	▲	10.9/22	A	Who's the Boss?
28		10.8/21	C	48 Hours Special
28	▼	10.8/19	F	In Living Color
30	▼	10.7/20	N	Movie: Chapel
30		10.7/20	N	Night Court
32	▼	10.5/21	C	Murder, She Wrote
32		10.5/20	N	Quantum Leap/Mon.
34	▼	10.4/20	A	Doogie Howser, M.D.
34	▲	10.4/20	C	Jake and the Fatman
34		10.4/22	A	Just the 10 of Us
34	▼	10.4/21	C	Rescue: 911
38	▼	10.3/23	A	Perfect Strangers
38	▲	10.3/20	N	Quantum Leap
40	▼	10.2/21	A	Head of the Class
41	▼	10.1/23	N	Hunter
42	▲	10.0/19	A	Sun. Movie: Dead Zone
43	▼	9.6/20	A	Growing Pains
44		9.5/20	N	Quantum Leap/Fri.
44	▲	9.5/18	N	Singer & Sons
46		9.2/18	A	Primetime Live
47	▼	9.1/19	C	Major Dad
47	▼	9.1/18	C	Sydney
49	▼	8.8/16	C	Sunday Movie: Desperate
50	▼	8.7/17	A	Equal Justice
51	▼	8.2/16	C	Dave Thomas Show
52	▼	7.9/16	C	48 Hours
53	▼	7.8/16	A	Macgyver
54	▲	7.7/17	A	Mystery Movie: Kojak
55	▲	7.6/18	N	Amen
55	▼	7.6/14	A	Brewster Place
57	▲	7.5/14	A	Young Riders
58	▼	7.3/15	C	Movie: Return/McCloud
59		7.0/13	A	All-Star Sports Awards
59		7.0/13	A	Mr. Belvedere
59		7.0/14	C	Wolf Special
62	▲	6.7/14	F	Amer. Most Wanted
62	▲	6.7/14	N	Hardball
62	▲	6.7/17	A	Super Jeopardy!
65		6.6/14	A	Charlie
66	▼	6.5/15	N	Baywatch
66	▲	6.5/15	A	Monopoly
68	▼	6.4/16	N	227
69	▲	6.1/15	C	Paradise
70	▲	6.0/11	F	Booker
71	▲	5.9/13	C	Snoops
71	▼	5.9/11	A	thirtysomething
73		5.6/14	F	Cops
73	▼	5.6/12	N	Disney: D. Crockett
75		5.5/11	C	Wiseguy
76		5.4/11	C	America: C. Brown
77	▼	5.2/12	F	Totally Hidden Video
78	▼	4.9/11	A	Life Goes On
78	▲	4.9/10	C	Normal Life
78	▲	4.9/11	C	Tour of Duty
81		4.6/10	F	Married/Children Spec.
82	▼	4.5/10	C	Beauty & The Beast
83	▼	4.4/9	F	21 Jump Street
84	▼	4.0/7	F	Alien Nation
85	▼	3.3/7	F	Outsiders
86		2.6/6	F	Tracey Ullman

FREEZE FRAMES: Syndication Scorecard *

Week ended June 24

Rank	Program (Syndicator)	Rtg	Stns	Covg
1	Wheel of Fortune, syn. (King World)	11.5	233	98
2	Jeopardy! (King World)	10.7	218	97
3	Star Trek: Next Generation (Paramount)	8.5	234	98
4	Current Affair (20th Century Fox TV)	7.5	194	97
4	Entertainment Tonight (Paramount)	7.5	179	96
4	Oprah Winfrey Prime Spec. (King World)	7.5	215	99
4	Oprah Winfrey (King World)	7.5	217	99
8	Wheel of Fortune, wknd. (King World)	7.3	211	93
9	Cosby Show (Viacom)	7.2	202	98
10	Donahue (Multimedia)	5.6	224	98
11	Star Search (TPE)	5.2	172	97
12	Dick Tracy Spec. (Buena Vista)	5.1	174	95
13	Geraldo (Tribune)	5.0	187	98
14	People's Court (Warner Bros. Dom. TV)	4.9	175	91
15	Mama's Family, syn. (Warner Bros.)	4.6	178	92

* Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research.

CHANGING HANDS

This week's tabulation of station and system sales ($250,000 and above)

PROPOSED STATION TRADES

Station deals last week: **19**
Dollar value: **$49,653,950**
1990 station deals: **470**
1990 value: **$1,268,303,990**

WMTR(AM) **Morristown and** WDHA-FM **Dover, both New Jersey** ☐ Sold by Drexell Hill Associates to Legend Communications for $12 million plus tax certificate. WMTR was acquired Nov. 1971. WDHA-FM went on air Feb. 22, 1961. **Seller** is headed by Peter Arnow and has interest in WKIZ(AM)-WEOW(FM)) Key West, Fla. **Buyer** is headed by W. Lawrence Patrick and has interest in WSOM(AM)-WQKY(FM)) Salem, Ohio, KMNS(AM)-KSEZ(FM) Sioux City, Iowa, and WYCL(FM) Boyertown, Pa. WMTR has adult contemporary format on 1250 with 5 kw day and 1 kw night (CP granted for 5 kw night). WDHA-FM has AOR format on 105.5 mhz with 1 kw with antenna 564 feet above terrain. *Broker: Ronald L. Hickman of Hickman Associates.*

WECK(AM) **Cheektowaga and** WJYE(FM) **Buffalo, both New York** ☐ Sold by Williams Broadcasting Corp. to EBE Communications Ltd. for $12 million. Sale is transfer of assets from corporation to limited partner. WECK was acquired in July 1988 for $800,000 and WJYE was acquired in May 1989 for $6 million. **Seller** is headed by Robert L. Williams and Richard H. McGraw and has interest in WSOL(AM) Tampa and WSTU(AM)-WKRY(FM) Steubenville, Ohio. **Buyer** is headed by Ralph C. Guild, and owns WCSE(AM)-WXTC(FM) Charleston, S.C.; KFRE(AM)-KNAX(FM) Fresno, Calif., and WMQX-AM-FM Winston-Salem, N.C. Guild is 20% stockholder of Williams Broadcasting Corp., and has interest in KAZN(AM) Pasadena, Calif. WECK(AM) is fulltimer with MOR format on 1230 khz with 1 kw. WJYE(FM) has adult contemporary format on 96.1 mhz with 50 kw and antenna 480 feet above average terrain.

WKGR(FM) **Fort Pierce, Fla.** ☐ Sold by Gulfstream Broadcasting Company Inc. to The Tremont Group Ltd. for $11.6 million. Total is due, in cash, at closing and includes $1.5 million non-compete covenant. Station was acquired in Jan. 1981. **Seller** is subsidiary of 99 Broadcasting Co., headed by Henry D. Vara Jr., Cara Ebert Cameron and Francis J. Di Mento. 99 Broadcasting also owns WJTC(TV) Pensacola and WRCC(FM) Cape Corral, both Florida. **Buyer** is headed by Joseph C. Amaturo, Winifred J. Amaturo, Lawrence Amaturo, Douglas Amaturo, Lorna Amaturo, Elizabeth Eisenstein and Winifred L. Amaturo and owns 20% of WJTC(TV) Pensacola Fla. Joseph C. Amaturo, as court appointed receiver, is licensee of KHGI-TV Kearney, Neb., and its satellites, KSNB-TV Superior and KWNB(TV) Hayes Center, both Nebraska. WKGR(FM) has rock format on 98.7 mhz with 100 kw and antenna 1,500 feet above average terrain.

WTXL(TV) **Tallahasse, Fla.** ☐ Sold by Tallahassee 27 Ltd. to Southern Broadcast Corp. of Tallahassee for $6.8 million. Price includes $5.72 million cash at closing and $1.08 million promissory note payable in five years at 10%. Station was acquired in April 1984 for $3.8 million. **Seller** is headed by Michael Kassner and Joseph Tydings and has interest in KTRS(FM) Casper, Wyo., and KIIX(AM)-KTCL(FM) Fort Collins, Colo. **Buyer** is subsidiary of Calkins Newspaper Inc. and is headed by Douglas Barker, Carolyn C. Smith, Shirley C. Ellis, Sandra C. Hardy. Calkins has interest in WWSB-TV Sarasota, Fla. Barker is director of Trivest Financial Services Corp., which owns 56% of American Communications and Television Inc. which owns WTGS-TV Hardeville, S.C., and KOOG-TV Ogden, Utah. WTXL(TV) is ABC affiliate on ch. 27 with 1,184 kw vis., 118 kw aur., and antenna 1,041 feet above average terrain.

WAQX-FM **Manilus, N.Y. (Syracuse)** ☐ Sold by Atlantic Ventures of New York to Pilot Communications of Syracuse for $4 million. Price includes $3 million cash at closing and $1 million seller -held promissory note. Station was acquired in Oct. 1988. **Seller** is headed by Stephen Dodge

MID-ATLANTIC BROADCASTING COMPANY

$9,250,000
Refinancing of Senior Credit Facility

The undersigned acted as financial advisor to the borrower and arranged for the private placement of the notes.

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TECHNOLOGY

WAITING FOR FULL AM IMPROVEMENT

Milestone dates for technical quality improvement—implementation of NRSC emission standard and band's expansion—have passed, but those involved in efforts to improve AM will have to wait for full benefits

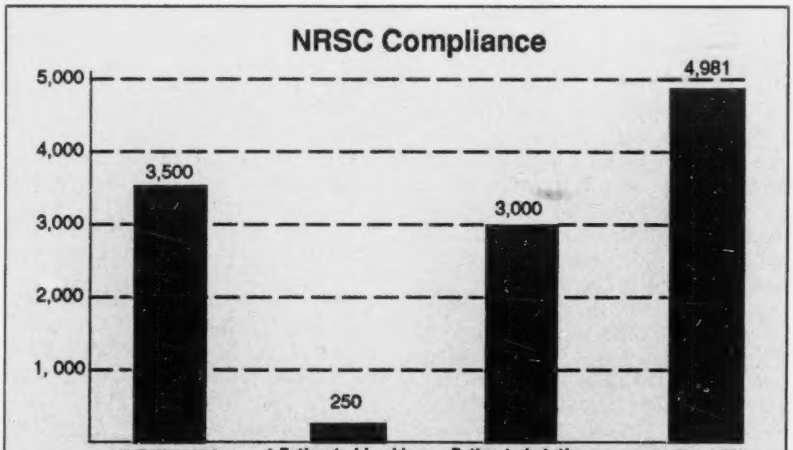
Two important dates on the calendars of those who have been involved in efforts to improve AM technical quality have just passed. But broadcasters and listeners will have to wait for the full benefits that were originally expected to follow.

■ June 30 was the FCC's deadline for implementation of the National Radio Systems Committee (NRSC) emission standard by all AM stations. NRSC's widespread adoption should significantly reduce adjacent-channel interference on AM. But NRSC's effect is not yet noticeable in many areas. It is believed that 33% or more of the nearly 5,000 AM stations currently on the air have not adopted the standard and are in violation of FCC rules.

■ July 1 was the date that the International Telecommunications Union (ITU) had set for expansion of the AM band from 1605 khz to 1705 khz in the Western Hemisphere. July 1 had also once been the FCC's target for the beginning of commercial broadcasting in that band by U.S. stations. It now appears that it will take several months before those new channels can be assigned.

The NRSC is an industry group cosponsored by the National Association of Broadcasters and the Electronic Industries Association that was formed in the mid-1980's to develop technical standards for radio broadcasters and receiver manufacturers. To improve the quality of AM broadcasting, the NRSC developed two voluntary standards, one designed to limit the audio input into AM transmitters to 10 khz (NRSC-1) and one to limit transmitter emissions to 10 khz (NRSC-2).

Both standards were designed to sharply reduce AM adjacent-channel interference and to encourage receiver manufacturers to build AM radios with higher fidelity. The audio response of most AM radios built today is under 4 khz. So far two radio manufacturers, Philips Consumer Electronics and Denon America Inc., have introduced wider-band radios to take advantage of the NRSC interference reduction.


NRSC Compliance

* Based on processor manufacturers' estimates   ** Based on latest FCC count

Last year, at the urging of the NAB and many individual broadcasters, the FCC mandated NRSC-2 implementation for all AM stations by June 30, 1990 (BROADCASTING, April 17, 1989). But because implementation of NRSC-1 is inexpensive (audio processors with NRSC filters are sold for about $500) and because transmitters in properly working order emit signals within 10 khz if fed 10-khz input, the commission said that those stations that had adopted NRSC-1 by June 30 would be given extra time (until June 30, 1994) to install NRSC-2.

No one had exact figures last week on how many stations made the deadline. "I get conflicting information. I'm really puzzled," said Richard Smith, chief of the FCC's Field Operations Bureau (FOB), who said that he has heard reports of both high and low compliance with the rule. "It's going to be very interesting to us when we get out there to find out what the compliance level is. Frankly, I just don't know."

"It doesn't seem like a large amount [of noncompliance]," said Stan Salek, NAB's staff engineer specializing in radio technology. "The flood of calls from nervous people is not as high as I've been expecting."

Manufacturers of NRSC-1 processors say that noncompliance is high. There was a surge of orders just before the deadline, they say, but not what was expected.

"We've shipped about half of what we've shipped so far in the last month. Between 500 and 600 units have gone out in the past 30 days," Jim Wood, president, Inovonics Inc., Santa Cruz, Calif., said last week. But at the same time, Wood estimated that at least a third of all AM stations (approximately 1,660 stations) have so far done nothing to install NRSC-1 or NRSC-2.

Bill Ammons, head of marketing for Circuit Research Labs (CRL), Tempe, Ariz. (currently the company with the most NRSC-1 processor deliveries, 1750), agreed with Wood's estimate. While telemarketing their products, CRL has spoken to several stations that have no plans to install NRSC. "There are several reasons given time after time," Ammons said. "Number one is that they don't have the money. The second reason is that they think the FCC is going to extend this or not enforce it. You get maybe 1% of the guys who say they don't like it and they don't like being forced to do it."

Another possible reason for NRSC's implementation rate is "the lack of dedicated engineers; there's no one staying on top of these things," said Jesse Maxenchs, regional manager, Western Hemisphere, Orban Associates, San Francisco. Many stations do not employ full-time engineers, relying instead on contract engineers to oversee their facilities. Both Ammons and Maxenchs said that they have been receiving many NRSC-related inquiries from station owners and general managers rather than engineers.

A similar problem occurred earlier this year, Maxenchs said, when many radio stations were unable to meet an FCC deadline requiring new technical standards for microwave studio-to-transmitter links. The commission eventually decided to extend that deadline (BROADCASTING, Feb. 26).

AM broadcasters should not expect the same outcome for NRSC. "In this particular case, the commission went to some considerable length to put the industry on notice," FOB's Smith said. On May 11, the commission released a statement announcing that it had no intention to extend the June 30 deadline. "We believe that compliance with the NRSC standards is very important to alleviating adjacent-channel interference and to improving the quality of the AM broadcast service. Any delay in conforming AM stations to the NRSC standards would not serve the public interest," the statement said.

In the same statement, the FCC also warned broadcasters that "the Field Operations Bureau has an ongoing broadcast inspection program and that the commission's forfeiture authority has been raised from $2,000 to $25,000 per willful or repeated violation."

"Ordinarily when a new rule goes into effect, after adequate public notice and education so that everyone is aware of it, we always follow up with a compliance effort," Smith said. "The compliance effort is going in to see if some number of stations, as a sample, have installed the proper equipment or to see if their emissions are in compliance with the new standards." The compliance effort for NRSC will last for a few weeks, Smith said.

> *"In this case [NRSC compliance], the commission went to considerable length to put the industry on notice."*
>
> *—Richard Smith, FCC*

Later on, FCC enforcement will be based on complaints of out-of-band violations received from third parties. It is hoped that in NRSC's case, those stations that are in compliance but continue to have their coverages degraded by noncomplying stations will have an incentive to report violations.

□

The AM band expansion had been an issue for several years by the time a plan to extend the band by 100 khz to 1705 khz in ITU Region 2 (Western Hemisphere) was approved during a conference two years ago in Rio de Janeiro (BROADCASTING, June 13, 1988). Under the plan, expanded-band stations are to be limited to 10 kw, except along international border lines where the limit will be 1 kw. Details on how to allot frequencies were left to the regulatory agencies in each country.

In the U.S., it is expected that between 250 and 300 stations may be assigned to the new frequencies. Several allotment plans have been discussed over the years, with many broadcasters backing an NAB-proposed plan to homestead current daytime-only stations in the expanded band with nighttime authority. After a period of several years of simulcasting, those stations would then give up their licenses on the conventional band and relieve some of the overall crowding of AM stations.

The commission proposed a variation of the NAB plan in a sweeping AM improvement package unveiled last spring (BROADCASTING, April 16). Rather than homesteading daytimers, the FCC plans to study each region of the U.S. to determine which AM stations are the source of the most co-channel and adjacent-channel interference to their neighbors. Those stations will be given preference for assignments above 1605 khz.

As of last week, however, the text of the FCC's AM improvement plan had not yet been released and no comment dates had been set. "They've been beating around the bush on this for two months," NAB's Salek complained.

Mass Media Bureau Chief Roy Stewart said that the text has taken longer to release because it deals with a large new set of new AM rules which the FCC would like to implement at the same time. Along with the expanded band provisions, the AM improvment plan is expected to also propose stricter interference protection standards, new standard techniques for measuring AM propagation, a prohibition of AM-FM simulcasting and several other items.

The document has been written and is now in the printing process, which means that it may be released within the next few weeks. After it is released, interested parties will be given time to comment on the proposal, and after several months the FCC is expected to approve it or some variation of it.

Meanwhile, the FCC staff said last week that it was not aware of any other Western Hemisphere countries that have already begun assigning channels between 1605 khz and 1705 khz. According to Larry Olson, chief of the international branch within the Mass Media Bureau, Canada is among the countries most anxious to begin expanded band broadcasting. However, to Olson's knowledge, it had not yet begun assigning stations there. Negotiations between the U.S. and Canada and Mexico on how to manage allotments along border areas have also not yet been concluded. **—RMS**

WINNERS ARE...

The Academy of Television Arts and Sciences announced that it will present 1990 Emmy awards for "Outstanding Achievement in Engineering Development" to two organizations this year. Comark Communications and its parent company, British-owned Varian/ Eimac, will be honored for the development of klystrode tubes for UHF transmitters that consume up to 50% less electrical power than conventional klystron tubes. Also receiving an Emmy will be Zaxcom Video Inc., Garfield, N.J., for its TBC Control System, which provides control of time-base correctors and composite digital videotape recorders from multiple locations during the editing process. The awards will be presented during the 42nd annual prime time Emmy awards on Sept. 15 in Pasadena.

er is headed by Michael Levine, who also owns KCHX-FM Midland, TX, and KWWL-FM Wichita, KS. Buyer is headed by Stephen J. Taylor, who also owns WTLZ(FM) Saginaw, MI. Action June 19.

■ **WIMO(AM) Winder, GA** (BTC900417EC; 1300 khz; 1 kw-D, 59 w-N)—Granted app. of assignment of license from Winder-Monroe Broadcasting Co. to Sherrie J. Miller for $400,000. Seller is headed by Sidney K. Griffin and has no other broadcast interests. Buyer has no other broadcast interests. Action June 18.

■ **WEBQ-AM-FM Harrisburg, IL** (AM: BAL900329HK; 1240 khz; 1 kw-U; FM: BALH900329HL; 102.3 mhz; 3 kw; ant. 91 ft.)—Granted app. of assignment of license from Visher-Choate II to Turner Communications Inc. for $330,000. Seller is headed by Sargent Visher, Belle Choate and Lynn Turner. Buyer is headed by O.L. Turner and has no other broadcast interests. Action June 13.

■ **WZON(AM) Bangor, ME** (BAL900418EB; 620 khz; 5 kw-U)—Granted app. of assignment of license from Bangor Public Communications Inc. to John E. Tozer for $185,750. Seller is headed by Christopher Spruce and has no other broadcast interests. Buyer has no other broadcast interests. Action June 18.

■ **WKYO(AM)-WIDL(FM) Caro, MI** (AM: BAL900406HS; 1360 khz; 1 kw-U; FM: BALH900406HT; 104. 9 mhz; 3 kw; ant. 298 ft.)—Granted app. of assignment of license from Prime Time Radio Inc. to Jackson Communications Ltd. for $425,000 ("Changing Hands," May 14). Seller is headed by Robert F. and Lorraine Benkelman, husband and wife. Buyer is headed by William G. Jackson and his uncle James G. Jackson. William G. Jackson owns less than 1% of Meredith Corp., licensee of WNEM-TV Bay City, MI; WTVH-TV Syracuse, NY; KPHO-TV Phoenix; KCTV(TV) Kansas City, MO; WPGH-TV Pittsburgh; KSEE(TV) Fresno, CA; WOFL-TV Orlando, FL, and KVVU-TV Henderson-Las Vegas, NV. Action June 13.

■ **WKQZ-FM Midland, MI** (BALH900409GM; 93.3 mhz; 39.2 kw; ant. 554 ft.)—Granted app. of assignment of license from Josi Broadcasting Corp. to Windward Communications Inc. for $2.011 million. Seller is headed by Thomas J. Beauvais and Gregory R. Theokas. Buyer is headed by R. Charles McLravy, George H. Arbaugh Jr. and G. Woodward Stover II. McLravy is 70% owner of Benko Broadcasting Co., permittee of WLAJ-TV Lansing, MI. Action June 15.

■ **KATE(AM)-KCPI-FM Albert Lea, MN** (AM: BAL891221EA; 1450 khz; 1 kw-D, 250 w-N; FM: BALH891221EB; 95.3 mhz; 3 kw; ant. 300 ft.)—Dismissed app. of assignment of license from Communications Properties Inc. to Broadcast Properties Inc. for $3 million. Seller is headed by Philip T. Kelly and has interest in KLXV(AM)-WDBQ(FM) Dubuque, IA. Buyer is headed by Charles J. Burns, Philip T. Kelly and John Morrison and has no other broadcast interests. Action June 11.

■ **KHAT-AM-FM Lincoln, NE** (AM: BAL900611ED; 1530 khz; 5 kw-D; FM: BALH900611EE; 106.3 mhz; 2.9 kw; ant. 145 ft.)—Dismissed app. of assignment of license from Marathon Communications Inc. to Atmor Properties Inc. for no financial considerations. Seller is headed by Patrick Shaughnessy and has interest in KBUL(FM) Carson Ciy, NV. Buyer is subsidiary of AT&T Credit Corp., is headed by T.C. Wajnert, R.B. Lasken, C.S. Whittaker, and J.H. Krollfeifer, and has no other broadcast interests. Action June 20.

■ **KNCY-AM-FM Nebraska City, NE** (AM: BAL900425EB; 1600 khz; 500 w-D, 31 w-N; FM: BAPLH900425EC; 97. 7 mhz; 26 kw; ant. 300 ft.)—Granted app. of assignment of license from Great Lakes Broadcasting Co. to Sunrise Broadcasting Corp. for $675,000. Seller is headed by Carl Adams and has interest in WHAP Inc., licensee of KHAP(AM) Hopewell, VA; WXVQ Inc., licensee of WXVQ(AM) DeLand, FL; Pecos Valley Broadcasting Co., licensse of KSVP(AM)-KTZA(FM) Artesia, MS, and Amendment One Inc., licensee of WZTN(AM) Montgomery, AL. Buyer is headed by Joerg G. Klebe and is licensee of KBWH-FM Blair, NE. CVC Capital Corp., parent of Sunrise Broadcasting Corp., holds 20% stock interest in Advance Broadcasting Corp., licensee of WGNY-AM-FM Newburgh, NY, and has interest in WCKX Enterprises, licensee of WCKX-FM London, OH. Action June 19.

■ **KPQC(TV) Omaha, NE** (BAPCT900223KF; ch. 15; 5,000 kw-V; 500 kw-A; ant. 544 ft.)—Granted app. of assignment of license from Mid-America Broadcasting Inc. to Pappas Telecasting of the Midlands for $350,000. Seller is headed by Larry D. Hudson. Buyer is headed by Harry J. Pappas and is licensee of KPTM(TV) Omaha, NE. Action June 21.

■ **KRNO-AM-FM Reno, NV** (AM: BAL900402EB; 1230 khz; 1 kw-U; FM: BALH900402EC; 106.9 mhz; 37 kw; ant. 2,956 ft.)—Granted app. of assignment of license from Comstock Communications Inc. to A&A Broadcasting Corp. for $224,103. Seller is headed by David A. Roth and Robert N. Odonez (see WIRA[AM]-WOVV[FM] Ft. Pierce, FL). Buyer is headed by Lorraine Walker, Judith Moore and Kevin Mirch, and has no other broadcast interests. Action June 20.

■ **WIAM(AM) Williamston, NC** (BTC900328EA; 900 khz; 1 kw-D, 258 w-N)—Granted app. of assignment of license from Lifeline Ministries Inc. to Johnny C. Bryant for $70,500. Seller is headed by Raymond Hoggard, who is selling his 51% in station. Buyer is president and 49% stockholder in Lifeline Ministries Inc. Action June 18.

■ **WMJI-FM Cleveland, OH** (BALH900416GU; 105.7 mhz; 27 kw; ant. 900 ft.)—Granted app. of assignment of license from Jacor Communications Inc. to LBI of Cleveland Inc. for $31.25 million ("Changing Hands," April 16). Seller is headed by Terry S. Jacobs (see WQIK-AM-FM Jacksonville, FL). Buyer is headed by Robert F.X. Sillerman, Carl E. Hirsch, Harold Dean Thacker, Howard J. Tytel, Gary Chetkof and Richard Anderson. Sillerman owns 5.3% of class B stock in Group W Radio Acquisition Corp., licensee of WMMR-FM Philadelphia, PA; KFWB(AM)-KTWV-FM Los Angeles and KFBK(AM)-KAER(FM) Sacramento, both California; WINS(AM)-WNEW(FM) New York; KILT-AM-FM Houston; WLLZ-FM Detroit; WCPT(AM) Alexandria and WCXR-FM Woodbridge, both Virginia; KDKA(AM) Pittsburgh and KYW(AM) Philadelphia, both Pennsylvania; KQZY-FM Dallas; KMEO-AM-FM Phoenix; WMAQ(AM) Chicago, IL, and WBZ(AM) Boston, MA. Sillerman owns 100% of Northampton Corp., licensee of WHMP-AM-FM Northampton, MA, and

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Commercial AM	4,979	247	5,226
Commercial FM	4,308	867	5,175
Educational FM	1,430	282	1,712
Total Radio	10,717	1,396	12,118
Commercial VHF TV	550	19	569
Commercial UHF TV	552	185	737
Educational VHF TV	124	4	128
Educational UHF TV	226	20	246
■ Total TV	1,452	233	1,680
VHF LPTV	300	205	505
UHF LPTV	457	1,508	1,965
■ Total LPTV	757	1,713	2,470
FM translators	1,849	290	2,139
VHF translators	2,732	116	2,848
UHF translators	2,223	401	2,624

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

C1 750-1

Broadcasting Jul 16

Incorporating Broadcasting / Cable 59th Year 1990

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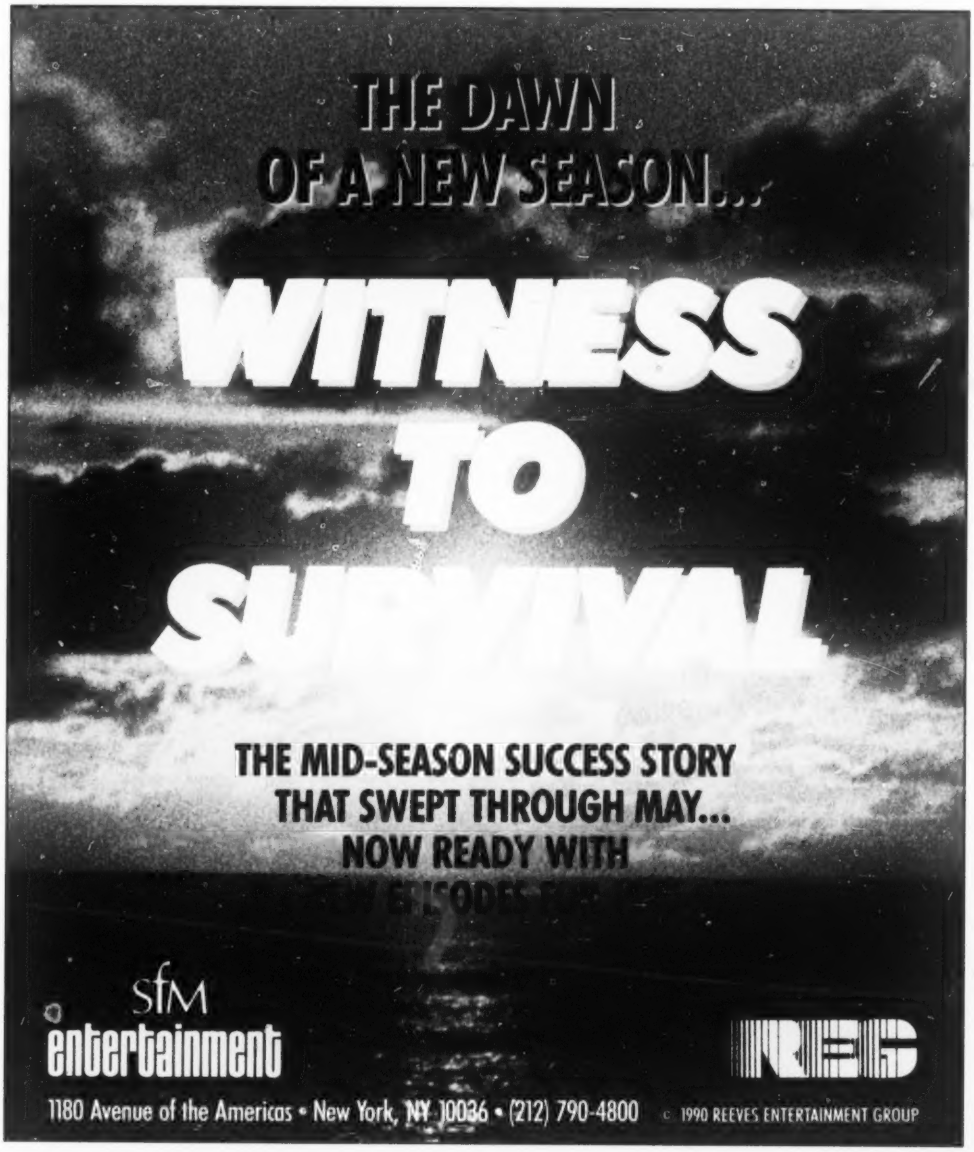
Half-year check shows FM and group sales up, AM sales down

TELEVISION / 65
Fox meets the press in Los Angeles; New daytime head for ABC

CABLE / 33
CTAM '90 in San Diego: Fundamental changes for maturing business

SATELLITE / 86
SBCA in Nashville: Brave new world of compression, DBS


THE DAWN
OF A NEW SEASON...
WITNESS
TO
SURVIVAL
THE MID-SEASON SUCCESS STORY
THAT SWEPT THROUGH MAY...
NOW READY WITH
NEW EPISODES
SfM
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Vol. 119 No. 3

CABLE ACT '90

THIS WEEK

TNT's original movie 'Heat Wave,' based on 1965 riots in Watts, Los Angeles, premieres Aug. 13. Shown (l-r): James Earl Jones; Cicely Tyson, and Blair Underwood (page 33).

27 / FIN-SYN: CONTEMPLATING THE AFTERMATH

In-house production by the television networks is growing and the FCC is set to change the financial interest and syndication rules. But what will these changes mean to network and studio profits? A look at life after fin-syn.

29 / CABLE CLIFFHANGER

There is little doubt that Congress is serious about reregulating the cable industry. However, observers differ on the chances of a bill passing this year. The upside and the down.

30 / INDECENT AT ANY HOUR

The FCC has unanimously adopted a report arguing that the 24-hour-a-day ban against indecent programing on radio and TV is "narrowly tailored" and thus a constitutional means of protecting children from indecent programing.

32 / PROGRAMING FOR PRIME TIME

Two major market independent stations—MCA Broadcasting's WWOR-TV New York and Chris-Craft United's KCOP(TV) Los Angeles—have entered a coproduction venture with MCA Television Entertainment to produce three hour-long prime time programs that will debut on the stations next October. The first show is an adventure series; the second is an action/adventure, and the third is a so-called "buddy comedy," about two aliens who take a year to study abroad on Earth.

32 / UP FOR A VOTE

A Senate vote on children's advertising bill is expected this week. The National Association of Broadcasters has signed off on the measure after reaching a compromise on less restrictive language than was part of an earlier version.

36 / CALIFORNIA CABLE RUSH

Cable marketers are meeting in San Diego this week, ready to grapple with a rapidly maturing basic business, a mature pay environment and a still-to-be-tapped PPV market. Many MSO marketing executives see further segmentation of today's basic package in the future, as advances in technology will allow for more consumer choice. The pay networks are mapping plans for 1991, with greater emphasis on retention. And all eyes are on the "Continuous Hits" experiment, as PPV proponents are examining the early returns to see if Hits is a hit (page 40).

43 / TURNER GOODWILL

Coming this week in Seattle: the 1990 version of The Goodwill Games, Ted Turner's outreach to the world. Never expected to make money, they will lose even more than the original projections.

66 / TEMPEST IN A NATPE*NET

Former NATPE financial consultant warns in letter to executive committee members that organization's failure to heed his advice on new electronic mail service "will drain substantially your association's accumulated [cash] reserves by the end of this year and reduce them to their 1980-81 levels." The official reaction: a polite yawn.

65 / FOX MEETS THE PRESS

Fox's children's network got most of the attention at the kickoff of the Television Critics Association tour in Los Angeles last week, but other areas also came in for attention: PSA's, *21 Jump Street*, the fin-syn rules and *The Simpsons* vs. *Cosby*, among others.

70 / GOOD NEWS/BAD NEWS IN FIRST HALF RADIO TRADING

Station trading in the first six months of 1990 show mixed numbers—AM slides and FM improves overall, versus the same time period in 1989.

72 / ON HIS WAY TO 28

Ragan Henry talks about his year-long quest to maximize his string of radio stations and details his upcoming plans for the Philadelphia-based broadcast group that bears his name.

73 / RADIO DAYTIME TALK IN GOOD HEALTH

In wake of ABC's cancellation of daytime talk radio programing, stations and other talk programers see little threat to local, national talk format.

76 / NAB ASKS FCC TO LET UP ON CHARACTER GUIDELINES

National Association of Broadcasters calls reporting requirements "extremely burdensome" and asks the commission to relax those and other elements of its newly modified character policy guidelines.

79 / DAB TASKS

The National Association of Broadcasters digital audio broadcasting (DAB) task force met for first time in Washington last week to begin setting a strategy to influence DAB's introduction in the U.S. The technology has had mixed support. Some broadcasters feel DAB will improve service to listeners; others see it as a threat to existing AM and FM services.

80 / JOA'S: ONE IS BETTER THAN TWO

Advertisers in markets with newspaper joint operating arrangements such as York, Pa., and Detroit, often provide extra advertising revenue for the Fifth Estate, according to some broadcasters. Because of rebellion against the papers' new ad rates, advertisers are going to television and radio.

FBC's Jamie Kellner at last week's TV critics tour (page 65).

86 / HOME SATELLITE FORECAST

High- and mid-power DBS, video compression and program access were the three major issues emerging at the Satellite Broadcasting and Communications Association trade show in Nashville.

89 / GROWING FIBER WEB

Vyvx National Video Network is making backhaul and news studio linking by fiber optics an economical supplement—and sometime alternative—to satellite links. Video switching centers throughout its 11,000-mile network—now in 10 cities—will soon be in 60 cities. CBS, ABC, the Cable News Network and C-SPAN are among Vyvx's regular customers.

90 / CZECHOSLOVAKIAN VIEW

Like other Eastern European countries emerging from socialism, Czechoslovakia is having trouble developing a viable broadcasting system that will serve democracy and survive in a market-driven economy. Czechoslovakia lacks trained people as well as financial resources. It has the additional problem of being confronted with a separatist movement on the part of Slovakia. And foreign journalists who attended a conference in Prague heard a speech from the President's press secretary that alarmed some of them.

111 / TAKING RISKS IN TELEVISION

Leslie Moonves, executive vice president of Lorimar Television, oversees all program production for the largest producer of network television. His rapid ascension through the ranks of television program production has been characterized by risk-taking and chance—as well as talent.

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MCA, TWO INDIES PROGRAMING FOR PRIME TIME

WWOR-TV and KCOP order three hour series for fall start

Two major market independent stations—MCA Broadcasting's WWOR-TV New York and Chris-Craft United's KCOP(TV) Los Angeles—have entered a co-production venture with MCA Television Entertainment to produce three hour-long prime time programs that will debut on the stations in October.

The first is an adventure series, *She-Wolf of London*, based on the 1946 Universal Pictures film of the same name. The second is *Rest in Peace*, an action/adventure series about a young detective. The third is a so-called "buddy comedy," *They Came from Outer Space*, about two aliens who take a year to study abroad on Earth.

The venture reflects the increasing aggressiveness of independents in programing prime time. For years, independents depended on theatrical film packages to fill their evenings. Recently, however, a number of A-title packages have been sold to basic cable networks, bypassing syndication.

For the past several years, WWOR-TV has run nonmovie programing in prime time. Last season it aired a mix of off-network and original shows with limited success, but executives there still believe that original programing in prime time is the way to go.

The exact scheduling of the shows by the two stations was not set last week, although both stations are expected to put them in weekday prime time slots.

"We will not take a back seat approach while the networks and cable attempt to lock up prime time," said Larry Fraiberg, president of MCA Broadcasting. He said the station was exploring additional original shows for fall.

"Broadcasters need to respond to the changing dynamics of the television industry," said Evan Thompson, president, Chris-Craft Broadcasting. "The collaboration on this original is a step in the right direction."

Under the terms of the co-venture agreement, MCA retains syndication rights, with KCOP and WWOR-TV sharing profits derived from the shows' future distribution. At deadline, a WWOR-TV spokeswoman said it was still undetermined whether the shows would air on the superstation signal picked up by cable systems outside the New York market.

While KCOP is the only Chris-Craft United Television station in the venture, MCA will pitch the programs to the rest of the group and to other stations prior to the October launch, for cash, a spokesman said. If the shows do well in the fourth quarter, MCA will take them to the NATPE convention in January.

She-Wolf will be produced in Bristol, England, by HTV International and Universal Pictures. Partners Sheldon Pinchuck, Bill Finnegan and Patricia Finnegan will serve as executive producers of both *She-Wolf* and *They Came From Outer Space*. The trio has also produced a number of made-fors purchased by the USA Network. *Rest in Peace* is being produced by Artgo Productions, Los Angeles. Each of the series has an initial 20-episode production order. **—SM**

MUST CARRY ORPHANS

The Home Shopping Network-led coalition of 110 TV stations has released a study showing 85 of the 249 stations in the top 20 markets would not meet the minimum viewing standard in 70% or more of the counties within 50 miles. Those standards are part of the cable bill passed by the House Telecommunications Subcommittee. The markets follow; the number of stations in the market are in the first column and the number of stations not meeting the viewing standard in 70% of the counties are in the second.

1. New York	13	7
2. Los Angeles	15	4
3. Chicago	11	5
4. Philadelphia	11	5
5. San Francisco	17	9
6. Boston	15	7
7. Detroit	7	2
8. Dallas	15	7
9. Washington	7	2
10. Houston	11	3
11. Cleveland	11	4
12. Atlanta	9	3
13. Minneapolis	9	3
14. Miami	11	3
15. Seattle	8	2
16. Pittsburgh	7	2
17. Tampa	10	4
18. St. Louis	7	2
19. Denver	8	1
20. Phoenix	10	2

SENATE KIDVID BILL LIMITS ADS

Version expected to pass this week gives broadcasters more leeway in programing requirements than earlier draft

Legislation that would limit the amount of advertising during children's programing on both cable and over-the-air television and which also requires broadcast stations to air more educational and informational children's programs for license renewal is expected to pass the Senate this week. The National Association of Broadcasters has signed off on the measure after obtaining certain revisions that make the program requirements less specific than an earlier version.

The bill had been stalled since last fall when it passed the Senate Commerce Committee because broadcasters objected to the original renewal provision that would have required stations to provide educational and informational programing "specifically designed" for pre-school and school-age children as a condition for license renewal. But after lengthy negotiations with Communications Subcommittee Chairman Daniel Inouye (D-Hawaii), the bill's chief author, broadcasters modified the section dealing with renewals to give stations more leeway in the type of programs they must air. Less restrictive language was added stating that a station would have to serve the educational and informational needs of children through its "overall programing, including programing specifically designed to serve such needs."

The FCC could take into consideration during renewal time off-air broadcaster efforts to promote children's programing and any efforts to fund programing aired by another station in the licensee's marketplace.

Unchanged is a section that directs the FCC to complete its proceeding on so-called program-length commercials, although an earlier provision dealing with complaints at the FCC was deleted.

One addition was the establishment of a national endowment for children's educational television. Under the measure, stations and cable systems must restrict ads to 10½ minutes per hour on weekends and 12 minutes per hour on weekdays. **—KM**

RATINGS ROUNDUP

For the eighth week in a row and 39th week out of the past 42, NBC won the weekly prime time ratings race, averaging a 9 rating and 19 share to ABC's 8.9/19, CBS's 7.6/16, and Fox's 6/12. NBC captured Wednesday, Thursday and Saturday nights, ABC won Monday, Tuesday and Friday, and CBS took Sunday. *Cheers*, scoring a 16.4/31, was the top ranked show last week and is now the number-one rated show for the 42-week season to date. Rounding out the top five were NBC's *The Cosby Show* (14.8/30), NBC's *Blossom* (14.1/27), NBC's *Seinfeld* (13.8/26), and CBS's *Designing Women* (13.1/23).

Week 41 **July 2–July 8**

1st column tells rank, 2nd column tells position compared to last week: ▼-Down in rank from last week, ▲-Up in rank from last week, ■-Premiere broadcast. 3rd column tells rating, 4th column tells network, 5th column tells show.

1		16.4/31	N	Cheers
2	▲	14.8/30	N	Cosby
3		14.1/27	N	Blossom (Special)
4		13.8/26	N	Seinfeld
5	▼	13.1/23	C	Designing Women
6	▲	13.0/29	C	60 Minutes
7	▼	12.8/27	N	Empty Nest
8	▼	12.3/26	N	Golden Girls
8	▲	12.3/23	C	Murphy Brown
10	▲	12.2/22	F	Married…With Children
10	▼	12.2/26	A	Roseanne
12	▲	11.9/24	A	20/20
13	▲	11.8/23	A	Amer. Funniest Videos
13	▲	11.8/26	A	Full House
15	▲	11.5/20	F	In Living Color
16		11.4/22	A	Movie: Firefox
17		11.2/21	F	Cops/Sunday
18	▲	11.0/21	C	Murder, She Wrote
18	▼	11.0/20	N	Movie: Fulham County
20	▼	10.4/21	A	Coach
21		10.2/22	A	Dad's A Dog
22	▲	10.1/20	A	Just the 10 Of Us
22		10.1/20	N	L.A. Law
22	▲	10.1/18	C	Newhart
25	▼	10.0/26	N	Unsolved Mysteries
26	▲	9.9/21	A	Perfect Strangers
26	▲	9.9/20	C	Sydney
28	▲	9.8/19	A	Primetime Live
29	▲	9.7/21	N	Hunter
30	▼	9.6/20	N	Heat of the Night
30	▼	9.6/22	A	Who's the Boss?
32	▲	9.5/20	C	Major Dad
32	▼	9.5/21	A	Wonder Years
34	▲	9.4/17	A	Movie: Bourne, Pt.1
35	▼	9.2/21	N	Matlock
36	▼	8.8/20	C	Rescue: 911
37	▲	8.5/16	A	Mr. Belvedere
38	▲	8.4/18	A	Mystery Movie: Columbo
39		8.3/16	C	His & Hers Special
39		8.3/17	N	Midnight Caller
39	▼	8.3/15	N	Movie: Incredible Hulk
42		8.2/16	C	Bar Girls Special
43		8.0/16	A	Father Dowling
43		8.0/16	N	Yellow Rose
45		7.9/15	A	Amer. Dance Honors
46	▼	7.7/16	C	Movie: Spec. Friendship
46	▲	7.7/15	C	48 Hours
48	▲	7.5/15	F	Amer. Most Wanted
49		7.4/13	C	Movie: Woman He Loved
50	▼	7.3/18	N	Night Court
51	■	7.2/16	N	Bret Maverick
52	▲	7.1/15	A	thirtysomething
53		7.0/14	N	Midnight Caller
54		6.9/17	N	Dear John
55		6.8/16	N	Amen
55	▲	6.8/14	C	Movie: Circle/Violence
55	▼	6.8/17	C	Jake and the Fatman
55		6.8/17	C	4th of July/C. Kuralt
59	▲	6.7/16	A	Super Jeopardy!
60	▲	6.6/15	A	Life Goes On
60	▼	6.6/17	N	Quantum Leap
62		6.5/14	N	What You Ask For
63		6.2/15	A	Doogie Howser, M.D.
64		6.0/15	A	Beanpole
64	▲	6.0/11	F	Booker
64	▼	6.0/16	A	Growing Pains
67	▲	5.8/13	F	Cops
67	▼	5.8/14	A	Monopoly
69		5.6/11	N	Jackie Bison Show
69		5.6/11	N	Movie: Sam's Son
69	▼	5.6/14	N	227
72	▲	5.5/13	F	Totally Hidden Video
72	▲	5.5/10	C	Wiseguy
74	▼	5.4/13	C	Paradise
75	▲	5.3/11	C	Tour of Duty
76		5.1/13	A	China Beach
76	▼	5.1/11	C	Snoops
78		4.7/10	F	In Living Color/Sat.
79	▼	4.6/11	A	Brewster Place
80	▲	4.0/8	C	Beauty & The Beast
80	▲	4.0/9	F	Outsiders
82	▲	3.8/8	F	21 Jump Street
83	▲	3.7/7	F	Alien Nation
84		3.6/9	C	America: C. Brown
85	▼	2.9/7	C	Normal Life
86		2.8/6	F	Tracey Ullman

FREEZE FRAMES: Syndication Scorecard * **Week ended July 1**

Rank	Program (Syndicator)	Rtg	Stns	Covg
1	Wheel of Fortune, syn. (King World)	11.7	233	99
2	Jeopardy! (King World)	10.6	220	98
3	Star Trek: Next Generation (Paramount)	10.1	233	98
4	Oprah Winfrey (King World)	8.4	217	99
5	Cosby Show (Viacom)	7.5	203	98
6	Entertainment Tonight (Paramount)	7.4	179	96
7	Baseball Pranks (Berl Rotfeld Prod.)	7.0	140	91
7	Current Affair (20th Century Fox TV)	7.0	195	98
9	Wheel of Fortune, wknd. (King World)	6.7	207	92
10	Warner Bros Vol. 28	5.9	129	92
11	Future Legends of Baseball (Berl Rotfeld)	5.7	138	92
12	Donahue (Multimedia)	5.2	226	98
12	Geraldo (Tribune)	5.2	191	98
14	Star Search (TPE)	5.1	173	97
15	People's Court (Warner Bros. Dom. TV)	5.0	178	91
15	TV Net Movie (Teletrib)	5.0	182	95

* Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research.

CHANGING HANDS

This week's tabulation of station and system sales ($250,000 and above)

PROPOSED STATION TRADES

Station deals last week: **16**

Dollar value: **$9,039,401**

1990 station deals: **486**

1990 value: **$1,277,343,391**

KDBX(FM) Boonville, Mo. □ Sold by Big Country of Missouri Inc. to Bluff City Broadcasting Inc. for $1.5 million. Station was acquired in February 1984. **Seller** is headed by Dick and Patricia Billings, husband and wife, and retains KWRT(AM) Boonville. **Buyer** is headed by Jerry R., James, John and Don Zimmer, brothers, who have interest in KZIM(AM)-WOOZ-FM Cape Girardeau and KWOC(AM)-KKLR(FM) Poplar Bluff, both Missouri, and WOOZ-FM Harrisburg, Ill. KDBX(FM) has country and Big Band format on 99.3 mhz with 3 kw and antenna 285 feet above average terrain (CP granted for 50 kw and antenna 500 feet). *Broker: R.E. Meador & Associates.*

KVKI-AM-FM Shreveport, La. □ Sold by Encore Communications Associates to Progressive United Corp. for $1.5 million. Price includes $75,000 down payment with balance due, in cash, at closing. Stations were acquired in December 1986. Earlier sale to Waldron Partners ("In Brief," July 3, 1989) for $7 million fell through. **Seller** is headed by George Duncan and Robert J. Smith and has interest in KBFM(FM) Edinburg and KHFI-FM Austin, both Texas, and KZOU-AM-FM Little Rock, Ark. **Buyer** is headed by William R. Fry, Linda S. Carmichael, Angelo R. Marra, Anthony J. Marra, Sidney Mishkin and Lawrence T. Kennedy Jr., and has no other broadcast interests. KVKI has oldies format on 1550 khz with 10 kw day and 500 w night. KVKI(FM) has adult contemporary format on 96.5 mhz with 100 kw and antenna 1,000 feet above average terrain.

WCPC-AM-FM Houston, Miss. □ Sold by WCPC Broadcasting Co. to New South Communications Inc. for $1.5 million. Price includes $1 million cash at closing and $500,000 for noncompete and consult agreement interest-bearing note payable, with interest, in five equal annual payments. WCPC Broadcasting put stations on air in 1955 and 1968, respectively. **Seller** is headed by Robin H. Mathis, Ralph C. Mathis, John B. Skelton and Ricky J. Huffman, who also have interest in WDXE-AM-FM Lawrenceburg, Tenn. **Buyer** is headed by Frank E. Holladay, Ann S. Holladay and Clay E. Holladay, and is licensee of WZHT-FM Troy, Ala; KJLO-AM-FM Monroe, La.; WALT(AM)-WOKK(FM) Meridian, Miss. Clay E. Holladay owns WYZB-FM Mary Esther, Fla. WCPC has variety format on 940 khz with 50 kw day and 250 w night. WCPC-FM has beautiful music format on 93.3 mhz with 100 kw and antenna 490 feet above average terrain.

KRGE(AM) Weslaco and KRIX(FM) Brownsville, both Texas □ Sold by Daytona Group of Texas to Sunbelt Radio Group for $1.1 million. Stations were acquired in June 1987. **Seller** is headed by Norman S. Drubner, who also heads WVGO(FM) Richmond, Va.; WPAP(FM) Panama City and WJLQ(AM)-WCOA(FM) Pensacola, both Florida; KXYQ(AM)-KZRC(FM) Portland, Ore.; KIVA(AM) Santa Fe and KZRQ(FM) Albuquerque, both New Mexico. It is in process of selling KGRX(FM) Globe, Ariz. ("Changing Hands," April 2) for $2 million. **Buyer** is headed by Richard N. Lea and has interest in KRRG(FM) Laredo, Tex. KRGE(AM) is fulltimer with oldies format on 1290 khz with 5 kw. KRIX(FM) has AOR-CHR hybrid format on 99.5 mhz with 100 kw and antenna 1,042 feet above average terrain. *Broker: Randall Jeffery of Media Venture Partners.*

KSJB(AM)-KSJM(FM) Jamestown, N.D. □ Sold by Triple R Broadcasting to Cy Chesterman for $850,000. Stations were acquired in March 1965. **Seller** is headed by Ed Crilly, who has no other broadcast interests. **Buyer** is president of Chesterman Co. of Sioux City, and recently bought KRIB(AM) Mason City, Iowa, for $250,000 ("Changing Hands," Feb. 19). KSJB is fulltimer with country format on 600 khz and 5 kw. KSJM(FM) has

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QUESTCOM
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Don Bussell
Gaithersburg, MD / (301) 963-3000

Marc Hand
Denver, CO / (303) 534-3939

Questcom represented CV Radio Associates, L.P.

Indio and KBZT-FM La Quinta, both California. Action June 25.

■ **KKBB-FM Shafter, CA** (BTCH900510HW; 97.7 mhz; 3 kw; ant. 300 ft.)—Granted app. of assignment of license from Kohl Communications Association Inc. to Kohl Communications Association Ltd. for no financial considerations. Deal is part of investment reorganization. Seller is headed by Ken Kohl, who is officer and stockholder of Orlando Group, permittee of new FM at Orlando, FL. Buyer is headed by Ken Kohl. Action June 21.

■ **KCSJ(AM)-KGRQ(FM) Pueblo, CO** (AM: BAL900405EE; 590 khz; 1 kw-U; FM: BALH900405EF; 107.1 mhz; 3 kw; ant. 338 ft.)—Granted app. of assignment of license from Rainbow Communications of Pueblo Inc. to Sunbrook Broadcasting Inc. for $1.1 million ("Changing Hands," May 7). Seller is headed by David Krall and has interest in KOBE(AM) Las Cruces and KMVR(FM) Mesilla Park, both New Mexico. Buyer is headed by Larry Roberts, Alan Cooper, Edward Cooper and Barbara McIntyre, and has interest in KBLG(AM)-KRKX(FM) Billings, KGRZ(AM)-KDXT(FM) Missoula, KXTL(AM)-KQUY(FM) Butte, and KXGF(AM)-KAAK(FM) Great Falls, all Montana. Action June 26.

■ **WXPZ Milford, DE** (BAPH890925GF; 101.3 mhz; 3 kw; ant. ft.)—Granted app. of assignment of license from Milford Ltd. to Samson Communications Inc. for no financial consideration. With William T. Sammons Jr. 51% general partner and Hall Reed Jr. 49% limited partner, applicant now seeks to transfer CP to Samson Communications Inc., newly formed corporation, for purposes of final construction and operation. This application for transfer reduces interest of Sammons by 1% and increases interest of Reed by 1%, thereby creating negative control. Sammons retains his position as chief officer of applicant. Action June 4.

■ **WHGS-FM Haines City, FL** (BALED900426HU; 90.3 mhz; 800 w; ant. 265 ft.)—Granted app. of assignment of license from Haines City Public Radio Inc. to Landmark Baptist Church Inc. for no financial interest. Seller is headed by Jack S. Moseman Sr., Fred Sibel, Beverly J. Moseman, Mark D. Hodges and Willie Varnadore, and has no other broadcast interests. Buyer is headed by Mickey P. Carter, Robert Christian, Malcolm Anthony Jr., Larry Whitmer, Edward Thompson, Wallace Roberts, and is owner of WLVF(AM) Haines City, FL. Action June 20.

■ **KHCR(FM) Paauilo, HI** (BTCH900418GJ; 103.7 mhz; 100 kw; ant. 1,211 ft.)—Granted app. of assignment of license from Hamakua Broadcasting Corp. to Paul Yang for $1. Seller is headed by Hugh R. Paul and F. Joseph Brinig and has no other broadcast interests. Buyer is shareholder of Hamakua Broadcasting Corp. Action June 25.

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,979	247	5,226
Commercial FM	4,308	867	5,175
Educational FM	1,430	282	1,712
Total Radio	10,717	1,396	12,118
Commercial VHF TV	550	19	569
Commercial UHF TV	552	185	737
Educational VHF TV	124	4	128
Educational UHF TV	226	20	246
■ Total TV	1,452	233	1,680
VHF LPTV	300	205	505
UHF LPTV	457	1,508	1,965
■ Total LPTV	757	1,713	2,470
FM translators	1,849	290	2,139
VHF translators	2,732	116	2,848
UHF translators	2,223	401	2,624

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

■ **KHAT-AM-FM Lincoln, NE** (AM: BAL900413EE; 1530 khz; 5 kw-D; FM: BAPLH900413EF; 106.3 mhz; 2.9 kw; ant. 145 ft.)—Granted app. of assignment of license from Marathon Communications Inc. to Tate Communications Inc. for $1.325 million ("Changing Hands," April 23). Seller is headed by Patrick Shaughnessy and owns KBUL(FM) Carson City, NV, and WAVH(FM) Mobile, AL. Buyer is headed by Harvey J. Tate, George Hochman, Philip Blake, Istvan Vekony and Richard and Carol Florence, husband and wife, and is licensee of KIKN(AM) Pharr and KTXF-FM Brownsville, both Texas, and KMCK-FM Siloam Springs, AR. Harvey J. Tate is 45% shareholder of Big Sioux Broadcasting Inc., permittee of KSML-FM Salem, SD. Action June 25.

■ **WPSC-FM Wayne Township, NJ** (BAPED900423HW; 88.7 mhz; 200 w; ant. 299 ft.)—Granted app. of assignment of license from William Paterson College Foundation to William Paterson College of New Jersey for $1. Sale is part of reorganization of college. William Paterson College is headed by A.H. Benner, Frank L. Douglas, Russell W. Hawkins, Sol Hoffman, Clarice B. Jackson, James Kuhn, Martin Martinez, Henry J. Pruitt, Lydia Trinidad, Edward Goldberg, Steven Margolis and Glen Mehl and has no other broadcast interests. Action June 18.

■ **WLQE(FM) Villas, NJ** (BAPH900413HC; 98.7 mhz; 3 kw; ant. 292 ft.)—Granted app. of assignment of license from Great Scott Broadcasting to Marc Scott Communications Inc. for $175,000. Seller is headed by Faye Scott, Elmer S. Friedberg and Harold Litvin, and has interest in WKST(AM) New Castle, WKST-FM Ellwood City and WPAZ(AM) Pottstown, all Pennsylvania; WTTM(AM)-WCHR(FM) Trenton, NJ; WSEA(AM)-WZBH(FM) Georgetown, DE, and WMBO(AM)-WPCX(FM) Auburn, NY, and holds CP's for WLIZ(FM) Elizabethville, PA; WVIL(FM) Villas, NJ; WSEA(AM) Georgetown, DE, and WCHR(FM) Trenton, NJ. Buyer is headed by Marc Scott and has no other broadcast interests. Action June 18.

■ **WFAS-AM-FM White Plains, NY** (AM: BAL900419HY; 1230 khz; 1 kw-U; FM: BALH900419HZ; 103. 9 mhz; 600 watts; ant. 669 ft.)—Granted app. of assignment of license from CRB of Westchester Inc. to High View Broadcasting of Westchester Inc. for $12.5 million ("Changing Hands," Apr. 30). Seller is headed by Edward G. Rogoff and has interest in WAEB-AM-FM Allentown, PA; WJBR-AM-FM Wilmington, DE; WZZR(FM) Stuart, FL, and WNLK(AM)-WEFX(FM) Norwalk, CT, and has sale of WTCR(AM) Kenova and WTCR(FM) Huntington, both West Virginia, to Alpine Media ("Changing Hands," Feb. 26) pending. Buyer is headed by Gary J. Starr, David C. Cherhoniak, Ira J. Goldstein and Hoyt J. Goodrich, who have interest East Shore Broadcasting Corp., licensee of WRHZ(AM)-WRCN(FM) Riverhead, NY. Action June 21.

■ **WFYF-TV Watertown, NY** (BALCT900425KE; ch. 50; 1,200 kw-V; 120 kw-A; ant. 1,268 ft.)—Granted app. of assignment of license from Moreland Broadcast Associates to Watertown Television Corp. for no financial considerations. Seller is headed by George W. Kimbal and Craig L. Fox, who have interest in Wolf Radio Inc., licensee of WNYR(AM) Syracuse, NY; Canton Broadcasting Associates, permittee of WNYS(AM) Canton, PA; Jamestown TV Associates, permittee of WTJA(TV) Jamestown, NY; Concord Broadcasting Associates, permittee of WNHA(AM) Concord, NH, and Scranton TV Partners Ltd., licensee of WOLF-TV Scranton and WWLF-TV Hazelton, both Pennsylvania. Buyer is headed by Harold E. Protter, Steven J. Pruett and Sheldon Markoff. Protter is vice president of Pappas Telecasting of Midlands, licensee of KPTM-TV Omaha, NE. Pruett is vice president of MMC Television Corp., licensee of KASN-TV Pine Bluff, AR, and director of Channel 47 Television Inc., licensee of WMSN-TV Madison, WI. Action June 22.

C1450-1

Broadcasting Jul 23

Incorporating Broadcasting / Cable

59th Year 1990

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Syndicating the sounds of radio, from oldies to new age and in between

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Hungary: Closing chapter in BROADCASTING series on Eastern Europe

ALREADY SOLD IN 37 MARKETS!

MURPHY BROWN

AVAILABLE FALL '92

Shukovsky/English Productions

WARNER BROS.
DOMESTIC TELEVISION DISTRIBUTION
A Time Warner Company

Vol. 119 No. 4

FIN-SYN EXPECTATIONS II

Mergers the major anticipation

THIS WEEK

27 / THE BIG PICTURE ON FIN-SYN

The television networks lost the syndication business 20 years ago, but now they're on the verge of getting at least part of it back. Foreign opportunities will have the most immediate impact, according to the second part of BROADCASTING's study of life after financial interest and syndication. Much of Wall Street is not focused on operations, however, but rather on a quick stock profit—assuming a studio/network merger. The long-term benefit, as opposed to short-term gain, is not as clear.

29 / SIKES FOR COMPETITION

FCC Chairman Alfred Sikes says the commission is unlikely to get enough money to implement any cable legislation now working its way through Congress. He says it wrongly favors regulation over competition.

30 / LAST MINUTE MANEUVERING

While King World Productions works package deal with KABC-TV Los Angeles and Buena Vista Television buys back *Challengers* from WCBS-TV for resale to WNBC-TV in New York, Television Progam Enterprises' *Preview: The Best of the New* loses what had been considered two top market access clearances.

31 / WHOLE LOT OF SHAKIN' GOING ON

NBC has announced a restructuring of its Entertainment division, moving Brandon Tartikoff into a newly created position of chairman, NBC Entertainment Group, with Warren Littlefield succeeding him as president of the Entertainment division.

33 / TELCO OBSTACLES

The NAB has released an issue paper containing harsh criticism of the telephone industry and saying that telcos can't be trusted. They should be permitted to enter the television business only as a common carrier, with no interest in programing, the NAB says.

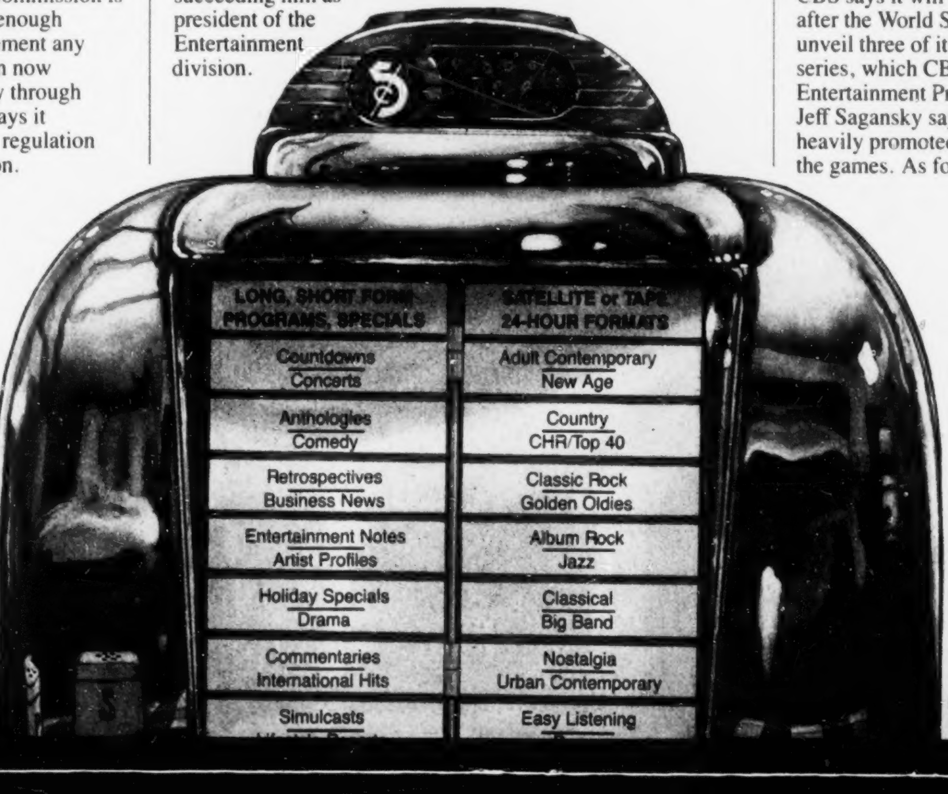
The NAB is also part of a coalition that includes the National Cable Television Association, the American Newspaper Publishers Association, the Association of Independent Television Stations and the National Newspaper Association, all of which have sent letters to the Hill stating their strong objections to telco entry.

35 / RADIO SYNDICATION: FROM COUNTDOWNS TO TOP 40

This special radio report looks at what syndicators and network programers are offering—from Oldies to New Age, from countdowns to Top 40 hits—to fight format fragmentation and station resistance. BROADCASTING also profiles individual program syndicators—including national radio networks distributing long- and short-form features, smaller companies that offer just one highly specialized feature and programers that provide satellite- and/or tape-delivered 24-hour music formats (page 42).

56 / CBS'S TENTH INNING

CBS says it will wait until after the World Series to unveil three of its fall series, which CBS Entertainment President Jeff Sagansky says will be heavily promoted during the games. As for the


LONG, SHORT FORM PROGRAMS, SPECIALS
SATELLITE or TAPE 24-HOUR FORMATS
Countdowns
Concerts
Adult Contemporary
New Age
Anthologies
Comedy
Country
CHR/Top 40
Retrospectives
Business News
Classic Rock
Golden Oldies
Entertainment Notes
Artist Profiles
Album Rock
Jazz
Holiday Specials
Drama
Classical
Big Band
Commentaries
International Hits
Nostalgia
Urban Contemporary
Simulcasts
Easy Listening

network's ratings next season, Sagansky predicts that CBS will be "much closer to NBC than we were at the end of 30 weeks this year."

57 / ON THE FIRST-RUN TRAIL

Two late season, first-run launches from Hearst Entertainment Distribution, a division of The Hearst Corp., are part of Hearst's new effort to expand the formerly titled King Features Syndicate.

59 / GOING AFTER 'DEAR JOHN'

Embarking on a formal sales launch of *Dear John* after only two seasons on NBC's prime time schedule, Paramount is promising 90 episodes of the half-hour ensemble comedy for 1992-93 off-network syndication. However, if NBC cancels the show after next season, the studio is prepared to produce first-run barter front end. So far, 20 stations, mostly from ACT III, Chris-Craft/United Television and Meredith station groups, have bought into Paramount's four-year, eight-run cash backend contract.

61-65 / CTAM CABLE FOCUS

The CTAM gathering in San Diego provided attendees with a hard dose of reality, pulling together statistics that showed pay television as a mature business and basic as a rapidly maturing one. Pay television proponents Tony Cox (Showtime) and Michael Fuchs (HBO), however, disagreed that pay's best days are behind it, and believe its ills stem from poor marketing. Continental's Ted Livingston acknowledged operators could do better, but said the networks need to make programing and promotion adjustments.

FCC Chairman Alfred Sikes backs competition (page 29)

66 / SPREADING THE RISK

King World Productions Inc., syndicators of *Inside Edition, Monopoly* and *Jeopardy!*, is forming Merlin Programs Capital Inc., an investment fund to raise $36 million for program development. Two programs already pegged for Merlin money are *Only Yesterday* and the new version of *Candid Camera.*

74 / ONE WAY TO STAY LEGAL

The National Supervisory Network, a start-up company offering monitoring and remote control of radio station facilities via satellite, is picking up business after its first slow months in operation. Current customers are finding NSN an effective tool for keeping their stations within FCC regulations.

75 / TEST SCHEDULE...SOON?

Late equipment deliveries and last-minute details in setting test procedures have delayed setting a schedule for testing proposed HDTV transmission systems. Some still believe, however, that testing may begin by the end of the year.

76 / SARATOGA SUMMIT

The 29th annual meeting of the New York State Broadcasters Association drew such political heavyweights as New York Governor Mario Cuomo, his opponent in the upcoming election, Republican Pierre Rinfret, and New York City Mayor David Dinkins. National Association of Broadcasters President Eddie Fritts told the group that there have never been so many "life threatening" issues to broadcasters on the table at any one time in the past.

78 / PRE-ELECTION INSPECTION

FCC field agents conducted inspections of 30 TV and radio stations in five cities to make sure they were complying with political broadcasting rules, including the equal time and lowest unit charge requirement.

81 / CHARTING THE FUTURE OF HUNGARIAN TV

After emerging from Communist party rule, Hungary is on the verge of moving into the era of private broadcasting. The energy and ambition are evident, as indicated by a television service called Nap TV. But what some call "political gridlock" continues to prevent the government from creating the machinery and freeing the frequencies needed to establish a commercial system.

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STRONG SHOWING FOR URBAN IN SPRING ARBITRONS

It's gaining ground in New York and Los Angeles, unlike classic rock, which still remains nation's fastest growing format

Urban contemporary stations continue to be a force in the top two markets as they inch their way up the rankings, according to just-released Arbitron spring 1990 numbers. In New York, WRKS(FM) jumps to a 5.1 rating (12-plus, Monday-Sunday, 6 a.m. to midnight), only 0.1 away from the number one spot now held by easy listening simulcasters, WPAT-AM-FM.

In Los Angeles, Evergreen's urban KKBT(FM) seems to have found its niche, jumping from a 1.3 in the winter 1990 survey to a 3.1—only 0.2 away from Westwood One's KQLZ(FM) rating of 3.3, down from its winter rating of 3.6.

In Chicago, urban outlets WGCI-FM and WVAZ(FM) continue to gain on market leader WGN(AM), which dropped 0.3 to a 8.0 rating for the winter.

Classic rock, the country's fastest growing format, was a no show in the two top markets, but gained ratings in Chicago with WCKG(FM) moving up from a winter 3.8 to a 4.4; San Francisco's KSFO(AM), from a 1.3 to a 2.7; and Philadelphia's WYSP(FM), from a 6.2 to a 6.4.

In Los Angeles, the one, two and three spots remain unchanged from the winter, with soft contemporary keeping a small lead over perennial CHR competitors, KIIS-AM-FM and KPWR(FM).

Los Angeles also showed two foreign language stations in the top 10. Spanish-formatted KWKW(AM) has the slight edge over the Spanish-formatted KLVE(FM), with only a 0.1 rating between them.

In San Francisco, the market's news/talk station, KGO(AM), slipped to a 6.2 but retains the number one spot. CHR outlet KMEL(FM) is second, in the AM-dominated market, 2.2 ratings ahead of the closest format competitor and FM station. Notable by their absence are the easy listening simulcasters, KABL-AM-FM, dropping from a spring 1989 rating of 4.5 to a 2.6 in the spring 1990 survey.

In Philadelphia, Group W's WMMR(FM) is number one with an 8.2 rating, and urban WUSL(FM) second, with a 6.8.

All results are based on the Arbitron spring 1990 radio local market report for March 29-June 20 (total persons, age 12-plus, average quarter hour shares, Monday-Sunday, 6 a.m.-midnight). The ratings data used is supplied by Arbitron and is copyrighted; it may not be reprinted or used in any form by nonsubscribers to the company's ratings services. —LC

Station	*Format*	*Winter '90*	*Spring '90*
1. New York			
*WPAT-AM-FM	Easy listening	4.0	5.2
WRKS(FM)	Urban contemp.	4.5	5.1
WCBS-FM	Oldies	5.1	4.6
WHTZ(FM)	CHR	4.7	4.6
WINS(AM)	News	4.8	4.3
WLTW(FM)	Soft contemp.	4.8	4.1
WQHT(FM)	CHR	4.0	4.0
WNEW-FM	AOR	3.4	3.9
WOR(AM)	Talk	4.0	3.9
WBLS(FM)	Urban contemp.	4.0	3.8
WNSR(FM)	Soft contemp.	3.0	3.7
WCBS(AM)	News	3.4	3.6
*WPAT-AM-FM were not simulcasting in winter 1990 survey			
2. Los Angeles			
KOST(FM)	Soft contemp.	6.4	6.2
KIIS-AM-FM	CHR	6.1	5.9
KPWR(FM)	CHR	5.6	5.0
KABC(AM)	Talk	4.4	4.3
KLOS(FM)	AOR	3.8	4.1
*KXEZ(FM)	Soft contemp.	2.9	3.4
KFWB(AM)	News	3.3	3.3
KQLZ(FM)	Rock hit	3.6	3.3
KWKW(AM)	Spanish	3.3	3.2
KKBT(FM)	Urban contemp.	1.3	3.1
KLVE(FM)	Spanish	3.0	3.1
KROQ-FM	AOR	3.2	3.1
KTWV(FM)	New A/ C	3.0	3.1
*Previous calls KJOI(FM)			
3. Chicago			
WGN(AM)	MOR/Talk	8.3	8.0
WGCI-FM	Urban contemp.	7.2	7.7
WVAZ(FM)	Urban contemp.	5.3	5.2
WBBM(AM)	News	4.5	4.6
WLUP-FM	Adult rock	4.0	4.5
WBBM-FM	CHR	4.4	4.4
WCKG(FM)	Classic rock	3.8	4.4
WKQX(FM)	CHR	3.0	3.5
WUSN(FM)	Country	3.5	3.4
WXEZ-AM-FM	Easy listening	4.2	3.4
WXRT(FM)	Adult rock	2.5	3.3
WTMX(FM)	Adult contemp.	3.5	3.2
4. San Francisco			
KGO(AM)	News/ talk	7.4	6.2
KMEL(FM)	CHR	5.5	5.4
KOIT-AM-FM	Soft contemp.	5.2	5.0
KFRC(AM)	Classic MOR	4.2	4.6
KNBR(AM)	Talk/sports	2.5	4.6
KCBS(AM)	News	4.9	4.3
KIOI(FM)	Adult contemp.	3.7	3.2
KSOL(FM)	Urban contemp.	2.7	3.2
KSAN-FM	Country	2.4	3.0
KSFO(AM)	Classic rock	1.3	2.7
KXXX-FM	CHR	2.7	2.7
KDFC-AM-FM	Classical	2.5	2.6
KFOG(FM)	AOR	2.0	2.6
KRQR(FM)	AOR	2.9	2.6
5. Philadelphia			
WMMR(FM)	AOR	6.9	8.2
WUSL(FM)	Urban contemp.	6.7	6.8
WYSP(FM)	Classic rock	6.2	6.4
WEAZ-FM	Easy listening	6.3	6.1
KYW(AM)	News	7.4	5.8
WPEN(AM)	Nostalgia	6.0	5.2
WIOQ(FM)	CHR	5.9	5.1
WEGX(FM)	CHR	5.4	4.9
WXTU(FM)	Contemp. country	3.3	4.8
WOGL(FM)	Oldies	3.9	4.6
6. Detroit			
WJR(AM)	MOR/news/talk	7.9	8.5
WJLB(FM)	Urban contemp.	7.3	6.7
WLTI(FM)	Adult contemp.	4.3	5.7
WHYT(FM)	CHR	5.9	5.1
WKQI(FM)	CHR	4.4	4.8
WWJ(AM)	News	5.8	4.6
WLLZ(FM)	AOR	3.9	4.3
WWWW(FM)	Modern country	4.9	4.1
WJZZ(FM)	Jazz	4.0	4.0
WXYT(AM)	News/talk	3.5	3.9
7. Dallas-Ft. Worth			
KSCS(FM)	Country	8.8	8.6
KPLX(FM)	Country	5.6	7.4
KVIL-AM-FM	Adult contemp.	7.2	6.7
WBAP(AM)	Country	4.6	5.8
KKDA-FM	Urban contemp.	6.3	5.7
KHYI(FM)	CHR	4.5	4.7
KJMZ(FM)	Urban contemp.	5.2	4.6
KTXQ(FM)	AOR	4.3	4.4
KRLD(AM)	News/sports	4.5	4.2
KEGL(FM)	CHR	4.2	3.9
8. Boston			
WZOU(FM)	CHR	7.1	7.4
WXKS-FM	CHR	5.9	7.2
WBCN(FM)	AOR	4.6	7.1
WRKO(AM)	Talk	7.8	6.9
WBZ(AM)	Adult contemp.	7.3	5.9
WJIB(FM)	Easy listening	4.8	4.6
WODS(FM)	Oldies	4.1	4.1
WMJX(FM)	Contemp. hits	4.1	4.0
WHDH(AM)	Adult contemp.	4.6	3.9
WSSH-FM	Easy listening	4.3	3.6
9. Washington			
WGAY(FM)	Easy listening	6.2	7.1
WPGC-FM	CHR	7.4	6.8
WMZQ-AM-FM	Country	5.8	6.3
WKYS(FM)	Urban contemp.	7.0	4.8
WAVA(FM)	CHR	4.0	4.2
WCXR(FM)	Classic rock	4.3	3.9
WTOP(AM)	News	3.9	3.8
WGMS-FM	Classical	2.5	3.3
WLTT(FM)	Adult contemp.	3.1	3.3
WRQX(FM)	CHR	3.4	3.2
10. Houston			
KMJQ(FM)	Urban contemp.	7.7	7.8
KIKK-FM	Country	7.7	7.7
KLOL(FM)	AOR	7.6	7.4
KILT-FM	Country	8.6	7.3
KKBQ-AM-FM	CHR	4.0	5.2
KTRH(AM)	News	5.1	4.6
KLTR(FM)	Adult contemp.	5.2	4.4
KRBE-FM	CHR	3.7	4.4
KODA(FM)	Adult spectrum	5.3	4.0
KZFX(FM)	Classic rock	3.4	3.7
KHYS(FM)	Urban contemp.	2.4	3.6

RATINGS ROUNDUP

For the week of July 9-15, NBC won the prime time ratings race, with a 9.8 rating/19 share, marking the network's 40th weekly win in the past 43 weeks. CBS was second with a 9.7/19, while ABC came third with a 9.1/18. Fox scored a 6.2/12. NBC was first on Wednesday, Thursday and Saturday nights; CBS took Monday, Tuesday and Sunday, and ABC won Friday. The top ranked show of the week was baseball's *All-Star Game* on CBS, which scored an 18.5/33 in prime time. The other top five programs, all repeats, were: NBC's *Cheers*, with a 16.2/29, remaining the top rated show for the season; Fox's *The Simpsons* (14.5/27); NBC's *The Cosby Show* (14.4/28), and ABC's *Roseanne* (14.0/24).

Week 42 **July 9–July 15**

1st column tells rank, 2nd column tells position compared to last week: ▼-Down in rank from last week, ▲-Up in rank from last week, ■-Premiere broadcast. 3rd column tells rating, 4th column tells network, 5th column tells show.

1		18.5/33	C	MLB All Star Game I
2	▼	16.2/29	N	Cheers
3		14.5/27	F	Simpsons
4	▼	14.4/28	N	Cosby
5	▲	14.0/24	A	Roseanne
6	▲	13.9/25	N	Movie:Love & Hate,Pt.1
7		13.6/26	N	A Different World
7		13.6/27	C	MLB All Star Pre Game
9	▼	13.3/24	C	Designing Women
10	▼	13.2/30	C	60 Minutes
11	▲	13.1/26	A	Amer. Funniest Videos
11	▼	13.1/27	N	Empty Nest
13	▼	13.0/23	C	Murphy Brown
14	▼	12.6/22	F	Married...With Children
14	▲	12.6/25	N	Unsolved Mysteries
16	▼	12.3/26	N	Golden Girls
16		12.3/22	N	Grand
18	▲	12.2/22	A	Wonder Years
19		11.9/22	C	Primetime Pets Preview
20	▲	11.6/23	A	Who's the Boss?
21	▲	11.5/21	A	Doogie Howser, M.D.
21	▼	11.5/24	A	20/20
23	▼	11.4/19	A	Coach
23	▼	11.4/19	F	In Living Color
25	▼	11.3/22	A	Just the 10 Of Us
26	▼	11.1/21	C	Murder, She Wrote
27		10.9/23	A	Family Matters
27	▼	10.9/22	A	Perfect Strangers
29	▲	10.5/19	A	Movie: Bourne, Pt.2
29	▼	10.5/23	A	Full House
31	▲	10.4/21	C	Major Dad
32	▲	10.3/19	N	Dear John
32	▲	10.3/22	N	Hunter
34	▲	10.1/20	A	Growing Pains
34		10.1/19	C	His & Hers Special
36		10.0/18	N	Movie:Little Rich Girl 2
37	▲	9.9/17	C	Movie: Gambler III, Pt.1
38		9.8/19	A	Head Of The Class
39	▲	9.7/18	N	Night Court
39		9.7/19	C	Rescue: 911 Special
41	▲	9.6/19	N	Quantum Leap
42	▼	9.5/18	N	L.A. Law
42		9.5/18	A	Macgyver
42		9.5/19	N	Turner and Hooch
45	▼	9.4/18	A	Primetime Live
46	▼	9.2/17	N	Movie: Little Rich Girl 1
46	■	9.2/17	C	Northern Exposure
48	▲	8.6/16	C	Jake and The Fatman
48	▲	8.6/15	A	thirtysomething
50	▼	8.5/15	A	Movie: Man/Golden Gun
50		8.5/16	N	Poochinski
52	▼	8.3/17	F	Amer. Most Wanted
52	▼	8.3/16	C	48 Hours
54		7.9/14	A	Young Riders
55	▼	7.8/15	A	Father Dowling
56	▲	7.5/14	A	Brewster Place
57	▼	7.3/17	N	Amen
57	▼	7.3/16	N	Bret Maverick
57	▼	7.3/15	N	Midnight Caller
60	■	7.1/16	C	Primetime Pets
61	▼	7.0/15	A	Mystery Movie:Stryker
62	▼	6.7/14	C	Movie:Amer. Harvest
63	▲	6.4/12	A	China Beach
64	▼	6.3/15	A	Super Jeopardy!
64	▼	6.3/13	N	Yellow Rose
66	▲	6.2/15	N	227
67	▼	6.0/14	F	Cops
68	▼	5.9/11	F	Booker
68	▲	5.9/14	C	Paradise
70	▼	5.6/13	A	Monopoly
71		5.5/11	C	America:C. Brown
71		5.5/12	F	Totally Hidden Video
73	▼	5.3/12	A	Life Goes On
73	▼	5.3/11	C	Newhart
75	▲	5.1/10	C	Normal Life
75	▼	5.1/9	C	Wiseguy
77		4.9/10	N	Disney:Friendship/Vienna
77	▼	4.9/10	C	Tour Of Duty.
79		4.3/9	C	Beauty & The Beast
80	▲	4.0/8	F	21 Jump Street
81		3.9/8	F	Comic Strip Primetime
82		3.5/6	F	Alien Nation
82	▼	3.5/8	F	Outsiders
84	▲	2.5/5	F	Tracey Ullman

FREEZE FRAMES: Syndication Scorecard * **Week ended July 8**

Rank	Program (Syndicator)	Rtg	Stns	Covg
1	Wheel of Fortune, syn. (King World)	11.0	233	99
2	Jeopardy! (King World)	10.0	220	99
3	Star Trek: Next Generation (Paramount)	8.2	235	98
4	Oprah Winfrey (King World)	7.6	211	98
5	Cosby Show (Viacom)	7.2	203	98
6	Current Affair(20th Century Fox TV)	7.0	195	98
7	Wheel of Fortune, wknd. (King World)	6.7	201	92
8	Entertainment Tonight (Paramount)	6.6	180	96
9	Donahue (Multimedia)	5.5	216	94
10	Color Classic Network (Turner Prog Svc)	5.1	162	93
10	Geraldo (Tribune)	5.1	183	96
10	Star Search (TPE)	5.1	172	96
13	Mama's Family-Syn (Warner Bros Dom TV)	4.6	177	92
14	People's Court (Warner Bros Dom TV)	4.5	177	88
15	Inside Edition (King World)	4.4	117	78

* Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research.

National spot will go from $7.4 billion in 1989 to $9.9 billion in 1994. The forecast looks for spot growth to be slow in 1990-91 due to a weak economy, but to pick up in 1992 and 1993 because of improved gross national product growth.

Both subscription and advertising spending growth will decline over the next five years, the study says. The forecast calls for annual cable subscription spending to grow at a compound annual rate of 7.2%, 3.7% less than the growth rate for the last five years. In dollar terms, subscription spending will reach $16.5 billion in 1994. Cable penetration will be slowed considerably over the next five years—only a 2.0% increase in homes passed compared to 15.4% during the last five years and only 5.0% growth in subscribers over the next five years to 59% penetration compared to 15% for the previous forecast period. "It will be difficult for cable penetration to surpass the 60% level," Suhler said, adding that "the percentage of homes passed by cable is not expected to exceed 90%, when cable construction is finally completed. Therefore, growth must come primarily from subscribers in homes already passed by cable." Suhler said that with cable's availability to practically the entire country, the phase of "rapid expansion is nearing an end."

Revenue from subscription fees, the study says, will be limited by reregulation. The forecast predicts a 4.1% compound annual increase in subscription fees during the next five years compared to the 11.0% increase of the last three years.

The picture for pay cable is also dimming. The study says the number of pay cable subscribers will grow from 36.4 million to 41.2 million over the next five years. According to the study, pay cable will continue to face serious challenges from movies available on home video and basic cable. "Pay cable services," the forecast says, "face a challenge in differentiating their services and justifying their premium fees." As rates continue to increase, the study expects the average number of pay services per pay cable household to decline from 1.3% to 1.2% in 1992. Pay cable fees will increase by only 1% annually over the next five years.

Cable advertising will see a 13.7% compound annual gain by 1994 to $3 billion. The rate of growth is lower than the 21.7% annual growth of the last forecast period, but is still ahead of the predicted growth rate of network and national spot advertising.

The forecast looks for local cable advertising to grow from $340 million in 1989 to $655 million in 1994. The compound annual growth rate of 14.4% is less than half of the 33.6% increase for the 1984-1989 cycle.

Cable may not have to worry too much about direct broadcast satellites (DBS). The forecast says the "environment for DBS has worsened in the past decade, which again raises the issue of DBS's viability." Veronis, Suhler feels households that do not subscribe to cable probably will not subscribe to DBS. "Furthermore, it is unclear what types of programing DBS can provide that are not already available on cable. Thus, it is difficult to envision a situation where cable subscribers would either switch to or add a DBS service." There could be a demand for DBS in regions where there is no cable access, however. The study estimates that by 1994, less than 13% of U.S. television households will be without penetration. If half of those households choose DBS at a monthly cost of $20, the forecast says total DBS subscription spending will be about $1.5 billion by 1994, a fraction of cable revenues. DBS, the study says, will probably be no more than a supplementary service for households that do not have cable.

Aside from success as a programer of championship fights, the study says pay-per-view has yet to realize its potential. As a movie channel, pay-per-view competes with the home video industry. In most cases, home video is cheaper than pay-per-view and viewers, the study says, prefer choosing what to watch.

Radio, Suhler says, "is one of the most durable versatile media that we have." The forecast looks for radio advertising to grow by 8% over the next five years to $12.3 billion. Last year, advertising spending was up 11.3% to $7.5 billion, the same growth level for 1988.

The forecast predicts national spot advertising will reach $2.3 billion by 1994, an annual growth rate of 8.4%, 3% higher than the last forecast period. The study attributes the growth to more listeners and an improved national advertising market. Local advertising is expected to grow at a compound annual rate of 7.9%, to $9.3 billion by 1994, which is slightly off from the 8.1% annual increase of the last five years. For 1989, local radio advertising accounted for $6.4 billion or 75.7% of the $8.4 billion spent on radio advertising, the forecast says.

Advertising on network radio will grow at an average of 8.1% for the next five years, just below the 8.2% average for 1984-1989. Network advertising, the

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VERONIS, SHULER & ASSOCIATES FIVE-YEAR FORECAST

	1989 ($ Bil)	*1994 ($ Bil)*	*Compound annual growth*
Network TV advertising	$9.3	$12.8	6.6%
Spot TV advertising	$7.4	$9.9	6.0%
Local TV advertising	$7.8	$11.2	7.7%
Total TV advertising	$24.5	$33.9	6.8%
Pay cable subscriptions	$4.1	$5.1	4.5%
Basic cable subscriptions	$7.6	$11.4	8.5%
National cable advertising	$1,225	$2,310	13.5%
Local cable advertising	$.340	$.665	14.3%
Total cable TV spending	$13.3	$19.5	8.0%
Network radio advertising	$.506	$.700	8.1%
Spot radio advertising	$1,560	$2,340	8.4%
Local radio advertising	$6,350	$9,300	7.9%
TV network program buying	$4,125	$5,925	7.5%
TV station program buying	$1,750	$2,500	7.4%
Cable TV program buying	$2,050	$3,225	9.5%
Barter syndication program	$1,215	$2,450	15.1%
Total program expenditures	$9,140	$14.1	9.1%

report says, should reach $700 million in 1994 and will be aided by stabilizing audience levels and stronger national advertising.

Listenership in radio should remain consistent. According to the forecast, FM will see small growth, about 1.0% over the next five years, while AM is expected to decline at a compound annual rate of 0.5%. The AM decline is an improvement. The report says that for the previous five years, AM radio averaged 6.1% reduction in audience share.

On the entertainment side, the forecast says that moderating revenue growth will constrain the television industry (networks, stations, cable networks and barter syndication) with regards to paying more for programing. The study says that total TV programing will reach $14.1 billion by 1994, a $5 billion increase from 1989.

The three networks, according to the forecast, will see program spending increase at a 7.5% compound annual rate, about the same rate as the previous five years. By 1994, programing expenditures will total $5.9 billion.

Demand for programing by TV stations, which was given a boost by the boom in independent stations, will slow down. As a result, high license fees will decline. The rapid growth of barter syndication will also help keep licensee fees in line.

Barter syndication, which the forecast calls the fastest programing purchaser over the past five years, will continue its fast growth. Syndicators, the study says, "will use barter to augment revenues, anticipating that additional barter income will more than compensate for lost license fees." Barter syndication spending will be at $2.5 billion in 1994, up $1.3 billion from last year.

The communications industry as a whole, including the Fifth Estate, filmed entertainment, publishing, recorded music and various other segments, will continue to outpace the overall economic growth during the next five years. The forecast says communications industry spending will grow 7.6%, reaching $461 billion by 1994, up $320 million from 1989. Overall growth, though, will be below the 8.9% average from 1984 to 1989. The communications industry, according to the Veronis, Suhler forecast, is now the sixth largest in the U.S. **-JF**

Marietta sues Intelsat

Martin Marietta Corp. beat Intelsat to the judicial punch, filing a suit against Intelsat in U.S. District Court in a squabble over the failed launch of a $157 million Intelsat VI satellite by Martin Marietta on March 14. In a two-count complaint, Martin Marietta asked the court for a declaratory ruling that under the terms of its contract, it was not liable for the loss. According to the suit, Intelsat demanded on July 3 that Martin Marietta cover the loss, which includes not only the cost of the satellite, but also $112 million for launch services. Marietta, which admits its error stranded the communications satellite in a useless, low earth orbit, said it arranged $220 million in insurance, but Intelsat chose not to take it. If held liable, the complaint said, Martin Marietta would be forced to increase prices to a point where its service are no longer competitive.

This announcement appears as a matter of record only. June 30, 1990.

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CHANGING HANDS

WAWK(AM) Kendallville and WBTU(FM) Fort Wayne, both Indiana. ☐ Sold by Fort Wayne Media Ltd. to Kempff Communications Co. for $5.6 million ("In Brief," July 16). Price includes $3.2 million cash at closing, $1.6 million noncompete covenant and $800,000 promissory note payable in 10 years at 10%. Stations were acquired in December 1986 and January 1987 respectively. Seller is headed by Carl Lanci and has no other broadcast interests. Buyer is headed by Ronald L. and Paul L. Kempff, father and son, and is licensee of WKKI-FM Celina, Ohio, and KLDZ-FM Lincoln, Neb. WAWK is daytimer with oldies format on 1140 khz with 250 watts. WBTU has country format on 93.3 mhz with 50 kw and antenna 450 feet above average terrain. *Broker: Lee M. Hague of Cecil L. Richards Inc.*

PROPOSED STATION TRADES

Station deals last week: **19**
Dollar value: **$12,404,010**
1990 station deals: **505**
1990 value: **$1,289,747,401**

WVMI(AM)-WQID(FM) Biloxi, Miss. ☐ Sold by Family Group Broadcasting Operating Ltd. to Telesouth Communications Inc. for $2.1 million. Price includes $50,000 deposit with balance due in cash at closing. Stations were acquired in October 1987 for $7.9 million. Seller is headed by Ian Wheeler and Frank S. Detillo, and has interest in WPGX-TV Panama City, Fla., and WLKT-TV Lexington, Ky. Buyer is headed by Stephen C. Davenport and Harris B. Henley, and is licensee of WKXG(AM)-WYMX(FM) Greenwood, Miss. WVMI has country format on 570 khz with 5 kw day and 1 kw night. WQID has Top 40 format on 93.7 mhz with 100 kw and antenna 1,012 feet above average terrain. *Broker: The Connelly Co.*

WSJU(TV) San Juan, P.R. ☐ Sold by For Three Star Telecast to International Broadcasting Corp. for $1.22 million. Price includes $1 million cash at closing and $220,000 assumption of debt. Station went on air in August 1984. Seller is headed by Barakat Saleh and Len Gawrych and has interest in WSVI(TV) Christiansted, St. Croix, V.I. Buyer is headed by Pedro Roman Collazo and Margarita Nazario and is licensee of WVOZ-FM Carolina, P.R., and parent of Continental Broadcasting Corp., licensee of WVOZ(AM) San Juan, P.R. Collazo owns 100% of Southwestern Broadcasting Corp., licensee of WYKO(AM) Sabana Grande and WBOZ-FM Hormigueros, both Puerto Rico. Sale of WVOZ(AM) and WYKO(AM) to Aerco and Juan Galiano Rivera, respectively, are pending. WSJU is NBC affiliate on ch. 18 with 700 kw vis. 70 kw aural and antenna 2,790 feet above average terrain.

WBTR-FM Carrollton, Ga. ☐ Sold by Carroll County Media Inc. to Reliance Broadcasting Inc. for $1.115 million. Total is due in cash at closing, and includes $300,000 noncompete covenant and $15,000 for accounts receivable. Station was acquired in July 1985 for $525,000. Seller is headed by Dallas M. Tarkenton, who has interest in Tarkenton Broadcasting Co., licensee of WJGA(FM) Jackson, Ga. Tarkenton is brother of former NFL quarterback Fran Tarkenton. Buyer is headed by Sheldon and Paula Davis, Jeffrey Davis, F.J. Damewood III and Kenneth L. Bazzle, and has no other broadcast interests. WBTR-FM has adult contemporary format on 92.1 mhz with 580 watts and antenna 635 feet above average terrain. *Broker: The Thorburn Co.*

KXTQ(AM)-KKIK(FM) Lubbock, Tex. ☐ Sold by Bakcor Broadcasting Inc., debtor in possession, to William S. Sanders for $750,000. Total is due in cash at closing. Stations were acquired in March 1987 for $1.3 million. Seller is headed by George Bakke and recently sold KORQ-AM-FM Abilene, and KMND(AM)-KNMF(FM) Midland, both Texas. Buyer is headed by William S. Sanders, who is 86.83% shareholder of Wagontrain Communications Inc., which owns 100% of Arroyo Broadcasting Corp., licensee of KPER-FM Hobbs, N.M. Sanders

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The ups and downs of television's second quarter

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Vol. 119 No. 5

BIG WEEK FOR CABLE

☐ House crafts bill

☐ FCC delivers report

THIS WEEK

27 / CABLE IN THE SPOTLIGHT

Last week was a big one for the cable industry. The House Energy and Commerce Committee adopted a bill that will reregulate cable, containing must carry provisions, channel positioning protection for broadcasters and program access requirements. Telco entry was not included.

While across town, the FCC unanimously adopted a report that finds that the evolving cable market has problems. It proposes pro-competitive legislative solutions that are either deregulatory or far less regulatory than what Congress is now considering.

31/ UNWIRED SPARK

Unwired networks are reporting double-digit growth in this year's upfront market. Usually a secondary buy, unwireds say they have been helped somewhat by the network guarantee controversy and by growing respect toward these ad hoc networks.

32 / MORE THAN JUST ANOTHER VOTE AT THE FCC

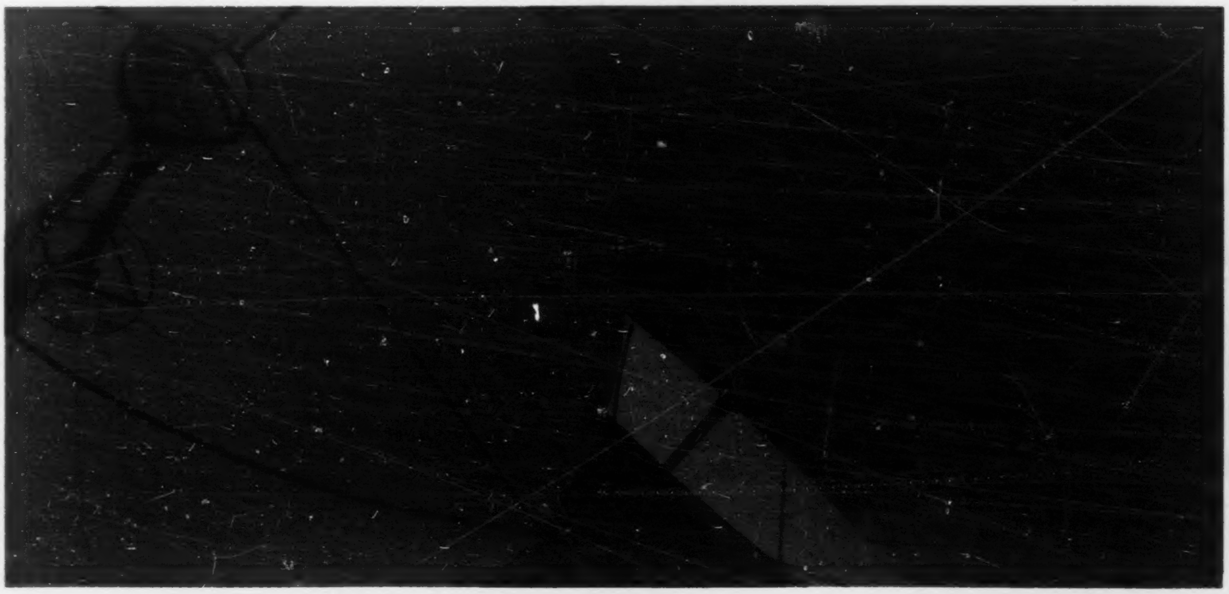
FCC Commissioner Sherrie Marshall, who played a leading role in shaping the cable report that was adopted last week, talks about the cable industry and a marketplace in transition. With the latter, she says: "I think you need to have a very light regulatory hand in response to that because you don't want to get in and adversely affect the growth in new services to the U.S. consumer."

35 / SATELLITES: NEW TECHNOLOGIES SHAKING UP AN INDUSTRY

Six months after NBC, Cablevision Systems, News Corp. and Hughes Communications promised to form Sky Cable, NBC suggests that a dark cloud overshadows the proposed 1994 launch of high-power direct broadcast satellite (DBS) in the U.S. Claiming cable programers are "extraordinarily nervous" that distributing their services via DBS will alienate cable operators, NBC says it has come to believe federal intervention on behalf of DBS may prove critical to the birth of Sky Cable. Indeed, with an eye toward developing its own DBS adjunct services and claiming it has applied no pressure on programers, number one operator TCI appears ready to go to the wall against such "unnecessary" and "unfair" intervention.

But if proposed high- and mid-power DBS systems threaten to eventually intercept the multichannel ball from multi-billion-dollar TV businesses on the ground, the final score in satellite television may be determined on the technological scrimmage lines, where both sides say they will best apply digital video compression and high-definition TV. And as newsgatherers gain more access to European skies, the placement of leaner fleets of cable and broadcast network birds over the U.S. appears certain, as does an end to days of ample C- and Ku-band supply.

Searching for satellites (page 35)



53 / SKITTISH ADVERTISERS

ABC lost more than $14 million in ad revenue from advertiser pull-outs last year, said Bob Iger, president, ABC Entertainment. He added, however, that those losses wouldn't infringe on the creative process at the network.

54 / PBS MEETS THE PRESS

Jennifer Lawson, PBS executive VP, national programing and promotion services, pledged support to any producer who refuses to sign an oath now required of any recipient of National Endowment for the Arts funding.

57 / FIGENSHU SPEAKS

On Aug. 1, Viacom Radio will turn on its new "Double 99" FM-FM, AC/Rock simulcast of KDBK(FM)-KDBQ(FM) San Francisco-Santa Cruz, Calif. In an "At Large" interview with BROADCASTING editors, Viacom Radio President Bill Figenshu details the background of this new three-market broadcast venture and shares some of his personal observations about the health of the radio industry.

61 / NEW CNN PRESIDENT

Ted Turner names an outsider to be president of CNN—Tom Johnson, chairman of the *Los Angeles Times* and vice chairman of the Times Mirror Co., who will succeed Burt Reinhardt. Johnson said his charge from Turner is to make CNN "the very best." The move caught by surprise those who were expecting one of several top CNN executives to be elevated to the post.

An interview with FCC Commissioner Sherrie Marshall (page 32)

63 / NEW JOB FOR ESKRIDGE

CNBC President Michael Eskridge steps down to run the broadcast properties which recently came under the wing of GE Capital. NBC Chief Financial Officer Al Barber, pledging to work with cable operators, is named to succeed Eskridge.

64 / SECOND-QUARTER STALL

Group owners last week reported second-quarter financial results that were not, in general, reassuring. Revenue growth was weak, surprisingly caused by a slowdown or decline in local advertising, long a source of growth. Not all stations had poor results and groups with independents had good stories to tell. Cost moderation in general helped maintain or increase margins.

70 / GETTING WIRELESS IN DENVER

Wireless Cable Association held its annual convention last week in Denver. According to many of the attendees, the industry is finally ready to succeed in delivering cable programing to areas not served by conventional cable and, in some areas, to compete head on with cable. The big difference this year from years past is that cable programers were on hand. With programing likely to be more available the industry is finding it easier to attract investors, lenders and, just as important, believers.

72 / SELLING TO UNCLE SAM

Sony Corp. brought its wide array of broadcast, professional and consumer electronics products into Washington for its second annual Government Tech Expo, a sales pitch to federal government agencies. New optical disk technologies providing more digital storage capacity at less cost headlined the exhibit.

73 / NO RINGING ENDORSEMENT

The Bush administration's endorsement of telco entry bill S. 2800 did not seem to boost the phone companies' position with key Communications Subcommittee members, who said they were not endorsing the legislation.

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"Midpower" from page 38

The high-power proponents believe the equipment trade-off should not be underestimated, no matter what the programing. According to Stanley S. Hubbard, only when they reach sizes under 24 inches do satellite antennas "become an acceptable appliance to everybody." And, predicted Hubbard Broadcasting Vice President Robert Hubbard, three-foot dishes will, in practice, "grow to four, then five feet" to really receive quality pictures, and an eventual move to high-power will "cause a difficult repointing problem" for mid-power antenna mounted securely on a chimney or in backyard cement.

In the meantime, K Prime will face a daily risk: its K-1 capacity is preemptible and would be usurped at a moment's notice, given any failure of NBC's capacity on Satcom K-2. The partners in K Prime said its general manager, David Beddows, believes they can cover that risk. However, said Robert Hubbard, "K Prime is asking somebody else to take that risk: consumers investing $500 million in receivers and three-foot dishes."

Primetime 24, which delivers three network affiliate signals and PPV events to rural dish owners, decided a month ago to take the same risk and last week secured in New Jersey Superior Court the right of first refusal on preemptible rates for three transponders adjacent to K Prime on GE Americom's Satcom K-1. But, at the same time, Americom won the right to offer the capacity at higher protected rates. Whether K Prime, PT 24 or other parties compete for those transponders may depend most on the success of K Prime's current lineup next year.

□

On the regulatory front, fixed-satellite operators are up in arms over calls for the FCC to reconsider limiting the space between fixed-service satellites such as K-1 to only two degrees. At three degrees or more apart, say advocates including Representative Bill Tauzin (D-La.), more birds could operate at higher powers and reach smaller, more affordable consumer antennas, thereby doubling or tripling the current 3 million home satellite market (BROADCASTING, July 16).

Although members of the SBCA's equipment manufacturers group voted overwhelming support of Tauzin's position—and although members of the programers group matched votes supporting the position with an equal number of no votes plus abstensions, said one source—the SBCA's space segment group voted unanimous opposition.

"We favor the goal" of reaching smaller dishes and creating "greater access" to satellite TV, said William Berman, director of cable services for GE Americom. But, by GE's estimation, he said, three-degree spacing would probably eliminate 20% of the satellites proposed for fixed-service operation, and "two-thirds of the hybrids would be knocked out," since wider spacing in the limited arc means fewer total orbital assignments. Noting that the FCC has created the separate DBS arc—"the proper band"—for efforts to reach small dishes, Berman said the three-degree movement is driven by "misplaced interest."

"Stability, in our minds, is an absolute must," said Hughes' Petrucci. If the FCC is intending the fixed-service band ought to be for fixed service, as they've been saying for 25 years, then that is what they ought to be." **Peter Lambert**

AROUND THE WORLD ON DBS

Direct satellite broadcasting may be looking for a foothold in the U.S., but the new delivery medium has found its earliest, and possibly toughest, proving ground in Europe.

More than a year-and-a-half after the first medium-power services were initiated in Europe, DBS home dish installations totalled no more than 1.4 million, leaving it a marginal service among the region's estimated 320 million TV homes.

Meanwhile, operator losses continue to mount into the hundreds of millions of dollars, and rapid growth remains stymied by debates over signal delivery systems and the availability of receivers in the European standard MAC, as well as new alternatives in cable TV and terrestrial services.

Good news, however, is found in the penetration levels in the highly competitive UK media market (see below). Also a plus for DBS, ironically, is cable TV. A long-term rival to DBS in delivering new channels to the home, cable is at present satellite programers' fastest large-scale way into viewers' homes as dish installers work to catch up to the generally better established cable operations.

The following is an overview of DBS activities in the most active markets in Europe, as well as in another active DBS market, Japan.

United Kingdom

DBS's greatest European advance has been in the United Kingdom, where Rupert Murdoch's Sky Television, beamed off of the Luxembourg satellite Astra, has helped boost penetration for the new

DBS penetration abroad

Country	Satellite	DTH homes
United Kingdom	Astra	902,000
	BSB	30,000
West Germany	Astra	100,000
	Kopernicus	*
	TVSAT-2	*
	TDF-2	**
France	TDF-1	5,000
Scandinavia	Astra100,000	
	Tele-X	*
Japan	BS-2	2,500,000

* = fewer than 5,000 homes

** = system not yet operational

technology at a rate considerably better than that of past new technology introductions, although lower than Sky had at first projected.

Nearly 1 million DBS dishes have sprouted there, with viewers tuning in to Astra not just to receive Sky TV, launched February 1989, but several other English-language services, including MTV Europe. Further raising audience interest in Astra are plans to add at least three more English-language channels on a second bird, operational no later than early next spring.

But Sky does not have the skies to itself. Rival British Satellite Broadcasting launched its billion-dollar-plus, high-power, five-channel service last spring, although it currently has just 30,000 home dish viewers.

Helping both BSB and Astra is cable, still itself in its infancy and a strong potential rival down the road. Cable systems have upped Astra's total UK viewership to 1.5 million households and have given BSB total homes surpassing 540,000.

When BSB took to the air in April, the service projected dish sales totalling 150,000 by summer's end, 500,000 by the end of the year and 1.8 million through 1991. Present dish installation rates of 30,000 per month, however, would leave it well short of those numbers.

Germany

West Germany's potential for DTH appears limited by the advanced state of cable operations there, currently with 7 million subscribing homes of 15 million passed. DTH, by comparison, presently totals 100,000 installations. Some hope has been fostered by developments in the unification with East Germany, however, where the DTH market, now at 5,000, is thought to have good potential.

Complicating the satellite scene in Germany are program offerings overlapping in different media, particularly cable and DTH. For instance, a new pay movie channel, Premiere, slated to launch first quarter of 1991 as a joint venture of leading Germany's Bertelsmann and Kirch Group and France's Canal Plus, is said by different sources to be tagged for transponders on Astra, on German telecommunications satellite Kopernicus (mainly for cable operators) and on Franco-German high-power DBS system TDF2.

Similarly, of Astra's current five German-language-only channel offerings, four are also on Kopernicus, while a fifth channel on Kopernicus has said it will add an Astra channel as well. Kopernicus also offers three services that essentially repeat terrestrial broadcast channels. Some of the same channels are also to be carried on the TDF high-power twin, TVSAT2.

A rift over the use of the European satellite MAC standard (in its D2-MAC version) further threatens stable development of the DTH market, with the Premiere channel backer Canal Plus anticipating a D2MAC version of the channel on TDF2 to help propel MAC receiver sales, although German participants are satisfied with the current PAL signal standard on Kopernicus and Astra. Premiere's DTH potential is considered limited in its first year to just 10,000-20,000 installations, and five years later to a small minority of the services' 800,000-1,000,000 homes expected at break-even.

France

The TDF series satellites, the prime focus of French DBS efforts, have been hampered both by European-wide shortages in MAC receivers and the balking of programers over high transponder costs. Only 5,000 DTH installations are currently on line.

So far, TDF-1 is offering a Franco-German culture channel La Sept. Also planned is a repeat of terrestrial pay service Canal Plus (to help reach the 13% of the country not covered on its UHF channels).

Another part-day service, Euromusique, has also begun tests, and its paired part-day channel, Canal Enfant, earlier this month received permission to launch simultaneously via terrestrial as well as the satellite frequencies, so is considered likely to start its service soon. Also to be on the satellite is a sports channel.

The second satellite, TDF2, launched successfully on an Ariane rocket last week and among its channels may be the German pay movie channel Premiere (see above). To stimulate satellite market demand, Canal Plus has taken equity positions in a receiver manufacturer and a dish maker and has ordered between 200,000 and 300,000 of the MAC receivers.

Scandinavia

Tuning into Astra's three Scandinavian-language channels are approximately 100,000 dish owners, the majority in Norway (with 50,000) and Sweden (with 40,000), but also in Denmark (6,000) and Finland (4,000).

An experimental Scandinavian satellite service Tele-X also has plans to offer an ad-supported channel this fall and may make room for a leading pay service, further adding to DTH totals in the region.

Japan

Europe is not the only location outside the U.S. where DBS has made inroads. Japan's national broadcaster NHK has actively experimented with a two-channel service, claiming receiving equipment in up to 2.5 million households, and following the loss of a backup satellite at launch earlier this year, is preparing to launch the next satellites in its BS-2 series. BS-3A is to be launched in August by Japan, and NHK just signed an $88 million contract to purchase a modified former Comsat TV bird, to be launched by an Atlas rocket in April, 1991, as a backup.

Satellite competition comes indirectly from two cable systems satellites, Superbird and JCsat, while a project now in its formative stages, Satellite Japan, may have plans in the DBS field. **AAG**

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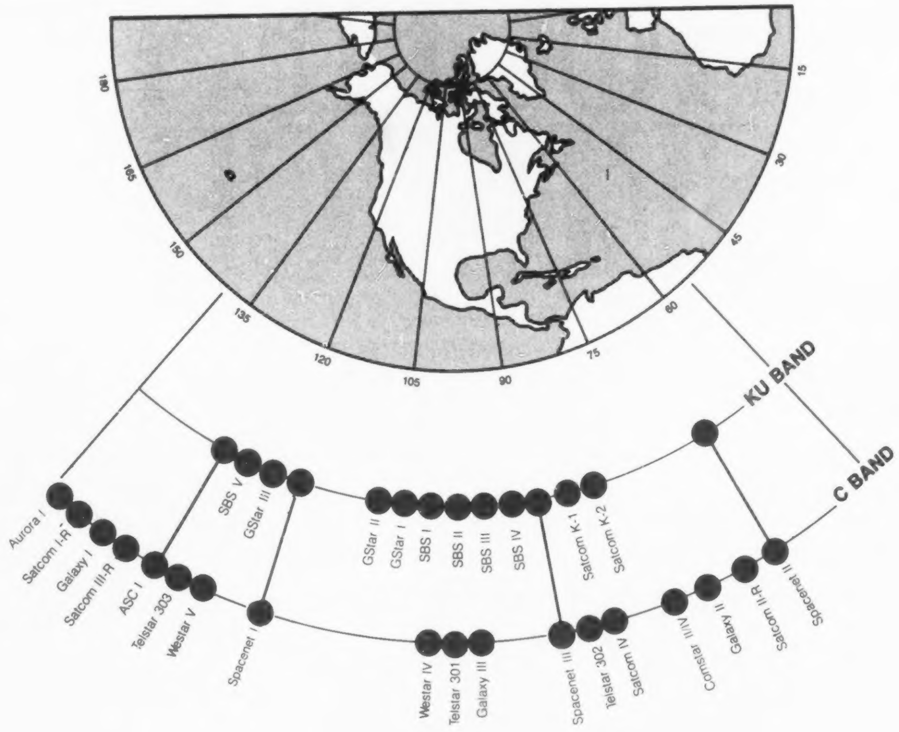
180
165
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45
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KU BAND
C BAND
SBS V
GStar III
GStar II
GStar I
SBS I
SBS II
SBS III
SBS IV
Satcom K-1
Satcom K-2
Aurora I
Satcom I-R
Galaxy I
Satcom III-R
ASC I
Telstar 303
Westar V
Spacenet I
Westar IV
Telstar 301
Galaxy III
Spacenet III
Telstar 302
Satcom IV
Comstar II/IV
Galaxy II
Satcom II-R
Spacenet II

Satellite guide to the sky

Carrier Satellite	**C-band**[1]	**Ku-band**	**Approximate end-of-life**	**Orbital slot**
Alascom				
Aurora I	24	--	Jan. 1992	143
AT&T				
Telstar 301	24	--	Nov. 1993	96
Telstar 302	24	--	Sept. 1994	85
Telstar 303	24	--	Apr. 1995	125
Comsat [2]				
Comstar II	24	--	July 1986	76
Comstar IV	24	--	Feb 1991	76
SBS I	--	10	Nov. 1990	99
SBS II	--	10	Sept. 1991	97
Contel ASC				
ASC I	18	6	Aug. 1995	128
GE Americom				
Satcom I-R	24	--	April 1993	139
Satcom II-R	24	--	Jan. 1995	72
Satcom III-R	24	--	June 1992	131
Satcom IV	24	--	Feb. 1993	82
Satcom K-1	--	16	Dec. 1996	85
Satcom K-2	--	16	April 1997	81
GTE Spacenet				
Spacenet I	18	6	May 1994	120
Spacenet II	18	6	Nov. 1994	69
Spacenet III	18	6	March 1998	87
GStar I	--	16	May 1995	103
GStar II	--	16	March 1996	105
GStar III [3]	--	16	Sept. 1994	125
Hughes Communications				
Galaxy I	24	--	June 1993	134
Galaxy II	24	--	Sept. 1993	74
Galaxy III	24	--	Sept. 1994	93.5
Westar IV	24	--	Feb. 1992	99
Westar V	24	--	June 1992	122.5
SBS IV	--	10	Aug. 1994	91
SBS V	--	14	Sept. 1998	122.5
MCI				
SBS III	--	10	Nov. 1992	95

[1] C-band and Ku-band columns indicate numbers of transponders on each satellite. End-of-life estimates are based on launch date plus 10 years.

[2] Although not of use for customers with nonsteerable antennas, Comsat developed a system to track and maintain use of birds that have used up station-keeping fuel and have gone into north-south drift.

[3] Imbalanced loading of fuel caused GStar III not to reach 125 degrees on schedule following September 1988 launch. Expending station-keeping fuel to move it there reduced bird's design life by five.

[4] FCC approved Hughes purchase of Western Union satellites in November 1988.

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which the remaining 14 channels could continue to serve the occasional-use market through 1991, he said. In May 1991, Satcom C-5 (also known as Aurora II and co-owned by Alascom and GE) would replace C-1 at 139 degrees, and C-1 would be moved to its permanent fleet spare role at 137 degrees. C-3 and C-4 would complete the fleet.

Since full-time TV services have spoken for virtually all of Hughes' and GE's C-band capacity—except for preemptible capacity on their fleet spares—occasional capacity will almost certainly be at a premium. Small pockets of C-band capacity remain available. GTE Spacenet continues to market its limited C-band capacity to niche TV markets. Next April, Contel ASC plans to launch ASC 2. It is marketing six of 18 C-band transponders aboard that hybrid to "niche television markets," said Lynn Fisher, director of transponder sales for Contel ASC.

Just as unforeseen supply side factors—such as launch failures or problems with an in-orbit bird—can alter business plan equations, said Tagliaferro, so can unforeseen developments on the demand side. "There are all kinds of ventures that don't get figured into projections," he said, such as TVN Entertainment's plans to launch a home satellite pay-per-view service in September, using 17 C-band transponders on Telstar 303 that had been available for occasional use.

New video compression technology, an as yet technological unknown, may provide supply relief. But most sources

Proposed domestic satellites

These are the 22 new and replacement satellites proposed for launch in the 1990's.[1]

Carrier Satellite	[2]C-band	Ku-band	Orbital slot	Launch date
Alascom[3]				
Aurora II/ Satcom C-5	24	--	139	May 1991
AT&T				
Telstar 401	24	24	97	May 1993
Telstar 402	24	24	89	March 1994
Contel ASC				
ASC II	18	6	101	April 1991
ASC IR	24	16	129	Sept. 1993
GE Americom				
Satcom C-1	24	--	137	Nov. 1990
Satcom C-4	24	--	135	Sept. 1992
Satcom C-3	24	--	131	Nov. 1992
Satcom H-1	24	16	79	1994
GTE Spacenet				
GStar IV	--	24	64	Nov. 1990
Spacenet IR	24	22	103	May 1993
Spacenet IIR	24	22	69	Sept. 1993
GStar IR	--	24	121	June 1994
Hughes[4]				
Galaxy VI	24	--	91	Oct. 1990
SBS VI	--	19	72	Oct. 1990
Galaxy V	24	--	125	1991
Galaxy IR	24	--	133	1993
Galaxy VII	24	--	91	1992
Galaxy IV	24	24	99	1992
Galaxy IIIR	24	--	95	1994
National Exchange[5]				
Spotnet I	24	18	93	Mar. 1993
Spotnet II	24	18	127	Sept. 1993

[1] Chart information is based on FCC documents and/or company information. The majority of birds were in November 1986 authorized for construction and launch into assigned slots.

[2] C-band and Ku-band columns indicate numbers of transponders. Launch dates are subject to construction and/or launch delays.

[3] Ten of 24 transponders on GE-Americom-operated Aurora II (or Satcom C-5) will be marketed by GE with the remaining 14 dedicated to Alascom.

[4] Hughes' request to launch Galaxy as C/Ku hybrid is subject to FCC approval. Hughes holds separate C and Ku licenses at 91 degrees.

[5] National Exchange's birds will carry 18 spot beams not directly equivalent to transponders.

RATINGS ROUNDUP

For the week of July 16-22, NBC won the prime time ratings race, its 10th consecutive victory, with a 10.2 rating/20 share. CBS was second, with a 8.7/17, while ABC came third with a 8.4/16. Fox scored a 6.1 12. NBC won five nights, the first time since the week of February 26. ABC won Friday night and was second on Tuesday, Wednesday, Thursday (tied with CBS) and Saturday. The top ranked show of the week was NBC's Monday Night at the Movies presentation, part two of *Love and Hate: A Marriage Made in Hell*, scoring a 16.3/28. *Love and Hate* was the first Monday movie on any network to rank number one for the week since part two of NBC's *Deliberate Stranger* won the week of July 25, 1988. The other top five programs were: NBC's *Cheers* (15.5/29); ABC's *Roseanne* (13.8/25); ABC's *20/20* (13.4/28); and NBC's *Empty Nest* (13.3/28).

Week 43 **July 16–July 22**

1st column tells rank, 2nd column tells position compared to last week: ▼-Down in rank from last week, ▲-Up in rank from last week, ■-Premiere broadcast. 3rd column tells rating, 4th column tells network, 5th column tells show.

1	▲	16.3/28	N	Movie:Love & Hate, Pt.2
2		15.5/29	N	Cheers
3	▲	13.8/25	A	Roseanne
4	▲	13.4/28	A	20/20
5	▲	13.3/28	N	Empty Nest
5		13.3/25	N	Real Life/J. Pauley
7	▲	13.0/28	N	Golden Girls
7	▲	13.0/23	F	Married...With Children
7	▼	13.0/24	F	Simpsons
10		12.8/22	C	Miss Teen USA
11	▼	12.7/28	C	60 Minutes
12	▼	12.4/26	N	Cosby
13	▼	12.3/25	N	A Different World
14		11.7/24	N	Unsolved Mysteries
15	▲	11.5/21	N	Grand
16	▲	11.4/20	A	Coach
17	▲	11.3/20	F	In Living Color
17	▲	11.3/23	A	Who's The Boss?
19	▼	11.2/21	C	Designing Women
19	▲	11.2/25	A	Full House
21	▼	11.1/22	A	Amer. Funniest Videos
21	▲	11.1/21	C	Murder, She Wrote
23		10.8/21	N	Matlock
23	▼	10.8/21	A	Wonder Years
25	▲	10.6/19	C	Movie:Gathering/Old Men
25		10.6/19	N	Heat Of The Night
27	▲	10.5/23	N	Hunter
27	▼	10.5/21	A	Just the 10 Of Us
29	▼	10.4/23	A	Family Matters
29	▼	10.4/22	A	Perfect Strangers
29		10.4/20	C	Rescue: 911
32	▼	10.0/18	N	Movie: Kill Or Be Killed
33	▲	9.8/19	N	L.A. Law
34		9.7/18	C	Movie:Gambler III, Pt.2
34		9.7/21	A	Growing Pains
34	▼	9.7/20	C	Major Dad
34	▲	9.7/18	N	Night Court
38	▲	9.6/19	C	Northern Exposure
39	▲	9.2/18	N	Quantum Leap
40	▼	9.1/17	N	Dear John
41		9.0/18	A	Special:Perfect Baby
42	▼	8.9/18	A	Head Of The Class
43	■	8.8/17	C	Top Cops
44	▲	8.7/18	C	48 Hours
45	▼	8.6/16	A	Doogie Howser, M.D.
45	▲	8.6/16	C	Jake and The Fatman
47	▼	8.4/16	A	Macgyver
48	▲	8.3/16	A	Young Riders
49	▲	7.9/18	C	Primetime Pets
50	▼	7.8/15	C	Primetime Live
51	▲	7.7/16	A	Father Dowling
52		7.6/17	C	Candid Camera Spec.
53	▲	7.3/16	A	Mystery Movie:Stryker
53	▼	7.3/14	F	Amer. Most Wanted
53	▲	7.3/15	N	Disney: Exile
53		7.3/15	N	Sister Kate
57		7.2/16	N	Amen
58	▼	7.1/13	A	Movie:Tonight's Night
58		7.1/13	A	Anything But Love
60	▼	6.9/13	A	thirtysomething
60		6.9/13	N	Working Girl
62	▲	6.7/14	N	Yellow Rose
63		6.4/13	F	Movie: Nerds, pt. 2
63	▲	6.4/15	A	Super Jeopardy!
65	▼	6.3/11	A	Movie:On Fire
66		6.2/15	N	227
67		5.8/12	C	Bakery Boys Spec.
67	▼	5.8/13	N	Bret Maverick
67	▲	5.8/13	C	Paradise
70	▼	5.6/12	N	Midnight Caller
71	▲	5.5/12	C	Newhart
71	▲	5.5/10	C	Wiseguy
73	▼	5.4/13	F	Cops
73	▼	5.4/12	A	Monopoly
75		5.2/9	A	Marshall Chron. Spec.
76	▼	5.1/10	F	Booker
76	▼	5.1/11	A	Life Goes On
76	▼	5.1/12	F	Totally Hidden Video
79		4.9/10	F	Married/Children Spec.
79	▼	4.9/11	C	Tour Of Duty
79	▲	4.9/10	F	21 Jump Street
82	▼	4.8/10	C	Beauty & The Beast
83	■	4.6/9	C	Wish You Were Here
84		4.5/10	C	America:C. Brown
85		4.4/8	F	Fall Preview
86	▼	4.1/8	C	Normal Life
87	▼	3.5/6	F	Alien Nation

FREEZE FRAMES: Syndication Scorecard * **Week ended July 15**

Rank	Program (Syndicator)	Rtg	Stns	Covg
1	Wheel of Fortune, syn. (King World)	11.8	228	96
2	Jeopardy! (King World)	10.8	219	97
3	Portfolio XIII (Paramount)	8.3	174	91
4	Oprah Winfrey (King World)	8.1	217	99
5	Star Trek: Next Generation (Paramount)	7.9	232	98
6	Current Affair(20th Century Fox TV)	7.7	196	98
7	Cosby Show (Viacom)	7.5	202	98
8	Entertainment Tonight (Paramount)	7.0	179	96
9	Wheel of Fortune, wknd. (King World)	6.7	212	93
10	Donahue (Multimedia)	6.1	230	99
11	Geraldo (Tribune)	5.4	189	98
12	People's Court (Warner Bros Domestic TV)	5.2	182	91
13	Family Feud 2 (LBS)	4.7	133	82
13	Star Search (TPE)	4.7	174	97
15	Charles In Charge IV (MCA TV)	4.6	177	92

* Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research.

CHANGING HANDS

This week's tabulation of station and system sales ($250,000 and above)

WMAR(TV) **Baltimore** □ Sold by Gillett Group Inc. to Scripps Howard Broadcasting Co. for 154.7 million (BROADCASTING, July 23). Station was acquired in October 1986, along with WRLH-TV Richmond, Va., for $207.5 million. Approximately $190 million was for WMAR(TV). **Seller** is headed by George N. Gillett Jr. and owns KSBW(TV) Salinas and KSBY-TV San Luis Obispo, both California; WTVT(TV) Tampa, Fla., and KBIZ(AM)-KTWA(FM) Ottumwa, Iowa. Gillett owns 55% of SCI Television Inc., owner of WAGA(TV) Atlanta; WJW(TV) Cleveland; WITI(TV) Milwaukee; WJBK(TV) Detroit; WSBK(TV) Boston, and KNSD(TV) San Diego. **Buyer** has interest in KNXV-TV Phoenix; WFTS(TV) Tampa and WPTV(TV) West Palm Beach, both Florida; WXYZ-TV Detroit; KSHB-TV Kansas City, Mo.; WCPO-TV Cincinnati; WEWS(TV) Cleveland; KJRH(TV) Tulsa, Okla.; KUPL-AM-FM Portland, Ore., and WMC-AM-FM-TV Memphis. It is subsidiary of E.W. Scripps Co. and is headed by Richard J. Janssen. It has 19 daily newspapers and cable systems serving 576,000 basic subscribers. WMAR is NBC affiliate on ch. 2 with 100 kw visual, 11 kw aural and antenna 1,000 feet above average terrain. *Broker: Howard A. Stark.*

PROPOSED STATION TRADES

Station deals last week: **28**
Dollar value: **$177,793,469**
1990 station deals: **533**
1990 value: **$1,467,540,870**

KAAS(TV) **Salina and** KSAS(TV) **Wichita, both Kansas** □ Sold by Channel 24 Ltd., debtor in possession, to Clear Channel Communications Inc. for $7.55 million. Total is due in cash at closing and includes $1 million noncompete covenant. KAAS is not on air. KSAS went on air in August 1985. **Seller** is headed by Richard Alan Rudy, Harold S. Goldstein, Louis Freedman and Lee Hanna, and has no other broadcast interests. **Buyer** is headed by L. Lowry Mays and J. Daniel Sullivan, and is licensee of WOAI(AM)-KAJA(FM) San Antonio, KPEZ-FM Austin, KALO(AM)-KHYS(FM) Port Arthur and KORA(FM) Bryan, all Texas; KAKC(AM)-KMOD(FM) Tulsa and KTOK(AM)-KJYO(FM) Oklahoma City, both Oklahoma; WELI(AM) New Haven, Conn.; WQUE-AM-FM New Orleans, and WHAS(AM)-WAMZ(FM) Louisville, Ky. KAAS has been assigned ch. 18 with 238.3 kw visual, 23.83 kw aural and antenna 633 feet above average terrain. KSAS is Fox affiliate on ch. 24 with 3,300 kw visual, 331 kw aural, and antenna 1,120 feet above average terrain.

WVGO-FM **Richmond, Va.** □ Sold by First City Broadcasting to Richmond Radio Inc. for $5.5 million. Total is due in cash at closing. **Seller** is headed by Norman S. Drubner and is also selling WPAP-FM Panama City, Fla. (see below). It has interest in WJLQ(AM)-WCOA(FM) Pensacola, Fla.; KXYQ(AM)-KZRC(FM) Portland, Ore.; KIVA(AM) Santa Fe and KZRQ(FM) Albuquerque, both New Mexico. It recently sold KGRX(FM) Globe, Ariz., and KRIX(AM) Weslaco and KRGE(FM) Brownsville, both Texas ("Changing Hands," April 2 and July 16). **Buyer** is headed by Aylett B. Coleman and has interest in WXLK(FM) Roanoke and WJQI(FM) Virginia Beach, both Virginia. WVGO-FM has oldies format on 106.5 mhz with 7.6 kw and antenna 1,233 feet above average terrain. *Broker: Randall Jeffery of Media Venture Partners.*

KMJX(FM) **Conway, Ark.** □ Sold by Coastal Communications to Magic Broadcasting of Little Rock Inc. for $3.15 million. Station was acquired in October 1972. **Seller** is headed by Charles Burroughs Jr. and Richard D. Booth and has interest in KAMX(AM)-KFMG(FM) Albuquerque, N.M. **Buyer** is new company headed by Booth, in of which he will control approximately 65%. KMJX has album and classic format on 105.1 mhz with 81 kw and antenna 1,054 feet above average terrain. *Broker: Biernacki Brokerage.*

WPAP-FM **Panama City, Fla.** □ Sold by First City Broadcasting to Southern Broadcasting for $1.9 million. Total is due in

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RADIO / 44

Arbitron, Birch cite stations for ratings bias

TELEVISION / 35

Turner to syndicate, barter 'Wonder Years' in off-network run

CABLE / 50

Two new Spanish networks vie for cable carriage

TECHNOLOGY / 65

U.S. entrepreneur goes after rights to test DAB over here

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Vol. 119 No. 6

NTIA comments may lead way on fin-syn

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CONGRESSNL INFO SRV **SAMPLE
4520 EAST-WEST HWY
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THIS WEEK

27 / SPECTRUM FEE DEBATE

National Association of Broadcasters President Eddie Fritts promises to launch extensive lobbying campaign against Bush administration's proposal to levy a 4% fee on the revenue of commercial users of the spectrum, as deficit deflation measure. Fee is said to be designed to raise $4 billion annually—with about $1.5 billion of that coming from broadcasters. According to Fritts, that would push a number of broadcast operations into the red.

29 / ALL EYES ON NTIA FIN-SYN PLAN

National Telecommunications and Information Administration's comments to FCC on its financial interest and syndication rules could prove to be the basis for a final ruling by the commission. Both the networks and Hollywood were able to embrace the agency's recommendations, although the networks were not wholly satisfied with every aspect of the proposal. NTIA said the marketplace has changed enough to merit relaxation of the fin-syn rules, but not without some safeguards. The agency also suggested extending the Fox Broadcasting waiver for three to five years.

30 / THE DAB DEBATE BEGINS

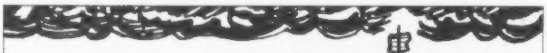
The FCC has released an inquiry into the public interest and technical aspects of digital audio broadcasting (DAB), a new technology that promises better sound and a wider selection of audio programing than is provided by today's radio industry. But the commission will have to wrestle with the tasks of finding spectrum for DAB and the possible loss of local service due to satellite-delivered DAB.

Strother Communications Inc. (SCI), a start-up company in Hammond, La., believes it has answers to some of the questions. It has proposed a full plan for implementation of satellite and terrestrial broadcasting in the U.S. SCI has also asked the FCC for an experimental license to test terrestrial DAB systems in the Washington and Boston markets (see page 65).

31 / LONG-TERM PICKUPS

New World Entertainment's *The Wonder Years* and Warner Bros. Domestic Television's *Murphy Brown* are among select top-rated shows for which studios have negotiated two-year orders from the networks, guaranteeing that each sitcom will have more than 100 episodes available for off-network syndication.

Spectrum fee proposal (page 27)



33 / IS GOODWILL ENOUGH?

The cable industry has begun its assessment of the future of the Goodwill Games. The upside is that the staging of the event itself went well, and gives the industry a high quality exclusive product with which to be associated. On the downside: the games cost operators and Turner millions of dollars, as ratings were lower and losses were higher than initially forecast.

35 / 'WONDER YEARS' IN OFF-NETWORK ORBIT

New World Entertainment reaches deal with Turner Program Services to manage distribution and barter sales for likely fall 1992 off-network launch of *The Wonder Years*.

38 / HOME AGAIN

Steve Friedman, who returned to NBC two months ago as executive producer of *The NBC Nightly News with Tom Brokaw*, believes that the time has come to reshape the evening newscast. The former executive producer of *Today* and GTG's ill-fated *USA Today on TV* is, according to those who know him, back where he belongs.

40 / ANOTHER LOOK

ABC's *Twin Peaks*, leading the pack with 14 Emmy nominations, can be seen in reruns from now through its season premiere Sept. 30. The network is hoping to attract new viewers as well as bring back fans of the offbeat show for another, ah, peek.

44 / BELOW-THE-LINE LISTING

In the spring 1990 ratings survey, Arbitron listed two stations—WPOM(AM) Riviera Beach, Fla., and WFLY(FM) Troy, N.Y.—below the line for "ratings bias/distortion." The managers of those stations say they were cited because they don't subscribe to Arbitron; they claim their "write-it-down" promos are no more misleading or egregious than those aired by many other stations.

46 / INFLUENCING PEOPLE?

Israel is accused of manipulating the radio reports of freelance foreign radio correspondents and secretly channeling money through the studio to pay the reporters' salaries. Israel's foreign ministry denies having any reporters on its payroll.

50 / SPANISH-LANGUAGE CABLE

Two new cable-exclusive Spanish-language networks looking to fill a new niche in the Hispanic media are getting ready to launch. They've got to contend with competition from each other as well as existing broadcast/cable Spanish networks. And they have a challenge to get carriage from systems at all, given the current channel-capacity crunch.

56 / JUST SAY NO

Stations in Los Angeles and New York said no to Nielsen's idea of implementing peoplemeters for local ratings. Stations were nervous about both the reliability of the meters and the practicality of installation when Nielsen is working on a passive meter it hopes to introduce in the next few years. Meanwhile, Nielsen's national numbers show viewer decline stabilizing. However, contrasts between Nielsen's local and national numbers are cause for concern to the networks.

'The Wonder Years' heads for syndication via Turner (page 35)

59 / TV'S THE STRONG SUIT

Syndication is the good news for Hollywood majors beset by bad fiscal results in other divisions. In the meantime, pay TV is turning out to be a mixed bag with some companies reporting profits from operations while others cite declines.

67 / BUILT TO LAST

Symbolics Inc., Burlington, Mass., is introducing a new workstation, the XL1200, that combines paint and 2D3D animation in a 2D-priced system and is software-driven for compatibility with HDTV video formats of the future.

68 / HOLLYWOOD OF THE NORTH

U.S. production spending in the Canadian TV and film center of the province of Ontario—on the rise in recent years—has taken a big dip, falling in 1988-89 by more than 50%. And, according to a new study by the Ontario Film Development Corp., an increase in U.S. co-venture production in Ontario only partially offset the decline. Despite the losses, Ontario's new minister of culture and communications, Hugh P. O'Neil, indicated continuing support for policies that could aggravate U.S. media companies, particularly the use of program quotas.

70 / GETTING FIT FOR SURVIVAL

J. Lawrence Dunham, president of General Instrument's VideoCipher Division, believes his company's de facto hold on the video encryption business will prevail in the long run, thanks to an "evolutionary" plan designed to meet a variety of challenges from competing purveyors of scrambling and compression systems, as well as from video pirates. In an exclusive interview with BROADCASTING, Dunham outlines plans to move by stages into the digital video age with the financial assistance of programers.

72 / S.2800 PASSED

A so-called video dial tone bill was unanimously approved by the Senate Commerce Committee that keeps the telephone industry from becoming full-fledged video providers, free of any common carrier regulation.

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RATINGS ROUNDUP

The three-network share of viewing in prime time sank to 51% for the week ending July 29. All three networks averaged a 17 share, with NBC and ABC each averaging 8.9, while CBS was third with 8.4. A *Roseanne* repeat was the top show of the week. In fact, the only non-repeats making it to the top 20 were 6th-ranked *60 Minutes* and 12th-ranked *20/20*. A Jane Pauley special, *Real Life with Jane Pauley*, won its period Tuesday, July 24, at 10 p.m., finishing 21st overall with 11/20. A new CBS summer show, *Top Cops*, was first in its period Wednesday, July 25, with 10.6/20, finishing 23rd. Another new CBS summer show, *Northern Exposure*, finished second behind *L.A. Law* repeat on Thursday, July 26, beating ABC's *Prime Time Live*. ABC won the evening news race once again, with 8.9/20, followed by CBS's 7.8/17 and NBC's 7.6/17.

Week 44 **July 23–July 29**

1st column tells rank. 2nd column tells position compared to last week: ▼-Down in rank from last week. ▲-Up in rank from last week. ■-Premiere broadcast. 3rd column tells rating. 4th column tells network. 5th column tells show.

1	▲	14.6/26	A	Roseanne
2		14.4/28	N	Cheers
3	▲	13.3/28	N	Cosby
3	▲	13.3/24	C	Murder Ordained, Pt.1
5		13.1/27	N	Empty Nest
6	▲	12.9/28	N	Golden Grils
6	▲	12.9/29	C	60 Minutes
8	▲	12.3/25	N	A Different World
8	▲	13.3/26	N	Unsolved Mysteries
10	▲	12.2/25	A	Amer. Funniest Videos
10	▼	12.2/22	F	Married...With Children
12	▼	12.0/25	A	20/20
13	▲	11.7/20	A	Coach
13	▲	11.7/20	C	Designing Women
13	▲	11.7/22	A	Wonder Years
16	▲	11.6/23	A	Who's the Boss?
17	▼	11.5/21	N	Grand
18		11.4/20	C	Murphy Brown
19	▲	11.2/21	N	Night Court
19	▼	11.2/21	F	Simpsons
21	▼	11.0/19	F	In Living Color
21	▼	11.0/20	N	Real Life w J. Pauley
23	▲	10.6/19	N	Heat of The Night
23	▲	10.6/20	C	Top Cops
25	▲	10.5/18	A	Movie:In Self Defense
25	▲	10.5/21	A	Just the 10 Of Us
27		10.3/18	C	Face To Face w C. Chung
27	▲	10.3/22	A	Perfect Strangers
29		10.2/22	A	Family Matters
29	▼	10.2/20	C	Murder, She Wrote
29		10.2/22	C	Rescue: 911
29	■	10.2/19	A	Tim Conway
33	▲	10.1/18	N	Dear John
33	▼	10.1/23	A	Full House
35	▼	9.8/21	N	Hunter
36	▼	9.6/19	C	Major Dad
37	▲	9.5/18	A	Doogie Howser, M.D.
38	▲	9.4/17	C	Jake and The Fatman
38	▼	9.4/18	N	Matlock
40	▼	9.3/20	A	Growing Pains
41	▼	9.2/18	N	L.A. Law
41	▼	9.2/18	N	Quantum Leap
43	▼	9.1/18	A	Head Of The Class
43	▼	9.1/18	C	Northern Exposure
45	▼	9.0/16	N	Movie:Kate's Secret
46	▲	8.9/17	A	Movie:Moonraker
46		8.9/17	C	Sydney
48	▼	8.8/16	C	Tarzan In Manhattan
49	▲	8.4/17	A	Primetime Live
50	▲	8.3/18	A	Mystery Movie:Columbo
51	▼	8.1/17	C	48 Hours
52		8.0/15	A	Checkered Flag
53		7.7/15	F	Amer. Most Wanted
53	▲	7.7/14	A	Anything But Love
53	▲	7.7/14	A	thirtysomething
56	▲	7.6/18	N	227
57		7.4/14	A	Just Life
58	▼	7.2/16	C	Primetime Pets
59	▲	7.0/15	N	Midnight Caller
60	▲	6.8/14	A	Father Dowling
61	▼	6.6/12	N	Movie:Johnny Ryan
61	▼	6.6/13	N	Sister Kate
63	▼	6.5/12	N	Working Girl
64	▲	6.3/15	F	Cops
64	▼	6.3/15	A	Super Jeopardy!
66		6.0/12	A	China Beach
67		5.9/13	N	Bret Maverick
67	▼	5.9/12	N	Yellow Rose
69	▲	5.8/11	F	Booker
70		5.6/11	C	Eddie Capra Mysteries
71	▲	5.2/11	C	Tour Of Duty
72	▼	5.1/12	C	Paradise
73		5.0/11	C	Close Encounters
73	▲	5.0/11	A	Life Goes On
73		5.0/11	A	Monopoly
76		4.9/10	C	Hurricane Sam
76		4.9/10	N	Movie:A Family For Joe
76	▼	4.9/10	C	Newhart
76		4.9/11	F	Totally Hidden Video
80	■	4.5/9	C	Room For Romance
80		4.5/10	C	America:C.Brown
82		4.3/9	F	King Of The Mountain
82	▼	4.3/8	F	21 Jump Street
82		4.3/9	C	Wish You Were Here
85	▼	4.1/9	C	Beauty & The Beast
86	▲	4.0/7	F	Alien Nation
87	▲	3.5/8	F	Outsiders
88		2.9/5	F	Hollywood Dog
89	■	2.5/5	F	Molloy
90		2.4/5	F	Glory Days Preview I

FREEZE FRAMES: Syndication Scorecard *

Week ended July 23

Rank	Program (Syndicator)	Rtg	Stns	Covg
1	Wheel of Fortune, syn. (King World)	11.6	233	99
2	Jeopardy! (King World)	10.6	221	99
3	Universal Pict. Debut Network (MCA TV)	8.6	139	94
4	Star Trek: Next Generation (Paramount)	8.1	235	98
5	Oprah Winfrey (King World)	8.0	217	99
6	Cosby Show (Viacom)	7.5	204	98
6	Current Affair(20th Century Fox TV)	7.5	196	98
8	Entertainment Tonight (Paramount)	6.8	181	96
9	Wheel of Fortune, wknd. (King World)	6.5	213	93
10	Donahue (Multimedia)	5.8	230	99
11	Geraldo (Tribune)	5.1	189	98
12	People's Court (Warner Bros Domestic TV)	4.8	183	91
13	Friday the 13th (Paramount)	4.6	192	93
14	Star Search (TPE)	4.5	172	96
15	Arsenio Hall Show (Paramount)	4.4	204	97
15	Chip 'N' Dale (Buena Vista)	4.4	179	97
15	Family Feud 2 (LBS)	4.4	134	83
15	Inside Edition (King World)	4.4	122	58

* Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research.

CHANGING HANDS

This week's tabulation of station and system sales ($250,000 and above)

KCOL(AM)-KIMN(FM) Fort Collins, Colo. ☐ Sold by KCOL Corp. to University Broadcasting Co. for price estimated to be between $2.3 million and $2.4 million. Stations were acquired in February 1986 for $2.5 million. Seller is headed by Jack Minkow, Don Durden, Van Zandt Hawn, Ronald Harwith and Addison L. Piper. Buyer is headed by Arthur A. Angotti, Robert A. Borns, David R. Frick, Jerry L. Neal, Michael L. Smith, Glenn M. Swisher, Robert T. Wildman and Julia M. Rogers, and is licensee of WAZY-FM Lafayette and WBWB-FM Bloomington, both Indiana. KCOL is fulltimer with oldies format on 1410 khz with 1 kw. KIMN has CHR format on 107.9 mhz with 100 kw and antenna 470 feet above average terrain. *Broker: William A. Exline Co.*

PROPOSED STATION TRADES

Station deals last week: **10**

Dollar value: **$1,881,943**

1990 station deals: **543**

1990 value: **$1,469,422,813**

WDRM(FM) Decatur, Ala. ☐ Sold by Dixie Broadcasting Inc., debtor in possession, to Radio WBHP Inc. for $575,000. Total is due in cash at closing and includes $25,000 noncompete covenant. Station was acquired in 1976 for $500,000. **Seller** is headed by Donald G. Martin and Johnny Mack Bramlett and has interest in WHOS(AM) Decatur, Ala. **Buyer** is headed by W.H. Pollard Jr., Anne C. Pollard, M. Louis Salmon and W.L. Pollard, and is licensee of WBHP(AM) Huntsville, Ala. WDRM has country format on 102.1 mhz with 100 kw and antenna 984 feet.

WKLA-AM-FM Ludington, Mich. ☐ Sold by WKLA Inc. to Chickering Associates Inc. for $450,000. Price includes $20,000 deposit, $230,000 cash at closing and $200,000 consult and noncompete agreemant for five years. WKLA(AM) was acquired in 1950 and WKLA-FM went on air in May 1971. **Seller** is headed by R. Thomas and Ann Plank, husband and wife, and has no other broadcast interests. **Buyer** is headed by John E. Chickering and has no other broadcast interests. WKLA has easy listening format on 1450 khz with 1 kw day and 250 watts night. WKLA-FM has adult contemporary format on 106.3 mhz with 3 kw and antenna 2,983 ft.

KJOP(AM) Lemoore, Calif. ☐ Sold by Carol Willis, receiver, to Goodwill Broadcasting Co. for $376,942. Price reflects total amount of default judgment. Station was acquired in November 1985 for $375,000. **Seller** has no other broadcast interests. **Buyer** is headed by John H. Pembroke and Ophelia Beckwith. Pembroke is licensee of WONG(AM) Canton and WOTA(AM) Vicksburg, both Mississippi. KJOP is fulltimer with Spanish format on 1240 khz with 1 kw.

WBBC-AM-FM Blackstone, Va. ☐ Sold by Blackstone Communications Inc. to Central Virginia Communications Corp. for $250,000. Total is due in cash at closing. WBBC was acquired in Dec. 1951 and WBBC(FM) went on air Nov. 1975. **Seller** is headed by Michael C. and Robert Rau, brothers, and E.B. Crutchfield and has no other broadcast interests. **Buyer** is headed by Gardner H. Altman Jr., who is 100% shareholder of Kat Broadcasting Corp., licensee of WDSC(AM)-WZNS(FM) Dillon, S.C.; WHCC(AM)-WQNS-FM Waynesville and WFLB(AM) Fayetteville, both North Carolina; WSVS-AM-FM Crewe, Va., and WETT(AM)-WWTR(FM) Ocean City, Md. WBBC is daytimer with black and country format on 1440 khz with 5 kw. WBBC(FM) has country format on 93.5 mhz with 1.8 kw and antenna 370 feet.

Cable

System serving 51% of Ottawa ☐ Sold by Skyline Cablevision Ltd. to Rogers Communications Inc. Price was not disclosed, but has been estimated to be $1.1 million to $1.4 million. Skyline was formed in 1966. **Seller** is headed by Hyman Soloway and has no other cable interests. **Buyer** is headed by Ted Rogers and has systems serving more than 1.6 million subscribers in Ontario, British Columbia and Alberta, all Canada. System passes 124,000 homes and serves 115,000 basic subscribers and 20,500 premium subscribers.

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Incorporating Broadcasting / Cable
59th Year 1990

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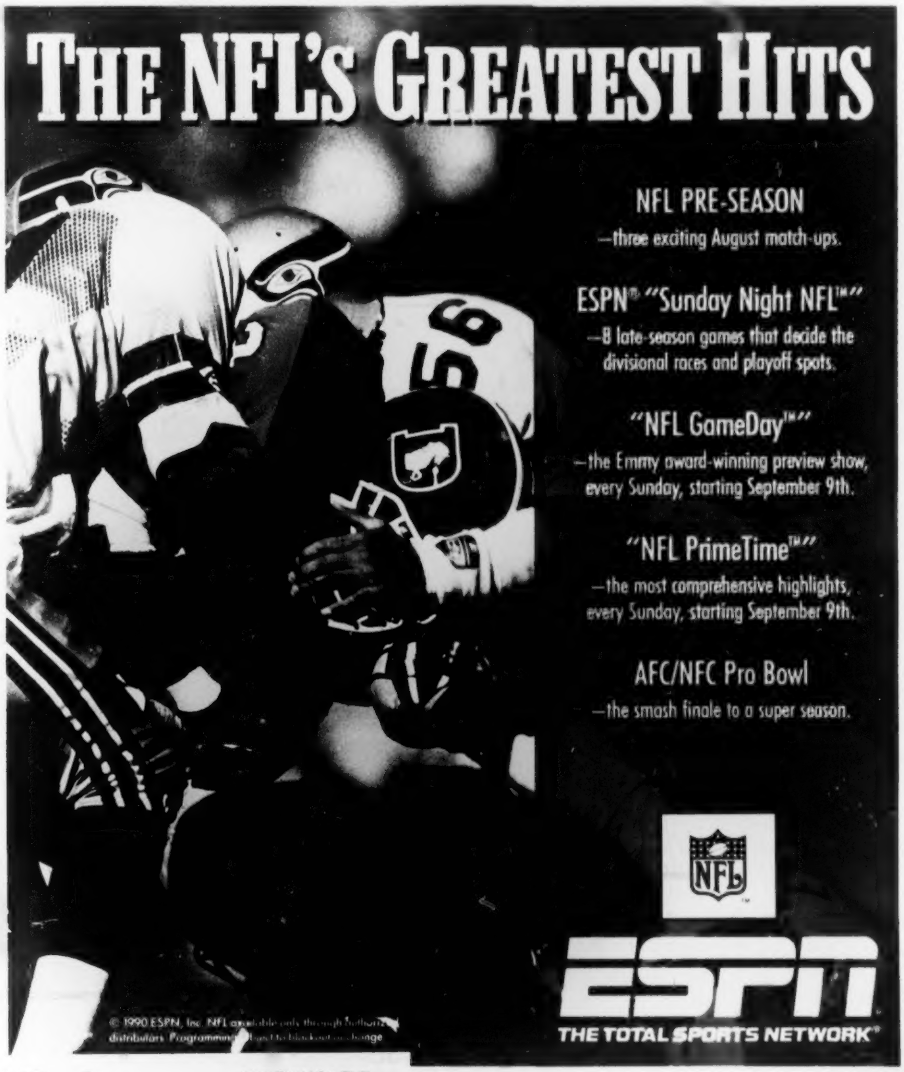
FCC counts on clock to rule out Anchor Media bid



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Vol. 119 No. 7

Football '90! Billion-dollar year

Broadcasting ■ Aug 13

THIS WEEK

27 / SIKES TAKES STOCK

After his first year at the helm of the FCC, Chairman Alfred Sikes seems comfortable with the regulator's role—if not the label. He prefers to be characterized as an "adaptive regulator" who imposes rules only when competition fails to develop. Also, he shares his views on issues present and future—from fin-syn, to the prime time access rule, to spectrum fees and digital audio broadcasting.

31 / NO PHOTO OPPORTUNITIES

The television networks struggled to cover the latest Middle East crisis without access to locations key to the unfolding drama, including Iraq, Kuwait and Saudi Arabia. With restricted access, the networks tended to focus on the far-reaching implications of the crisis, including the impact on the global economy.

32 / NOT A PARAMOUNT OFFER

A special committee of the TVX Broadcast Group board of directors told the group owner of six independent stations that Paramount Communications' offer to buy the remaining 17% of the company not already held by the entertainment and publishing company for $7.50 a share is financially "inadequate." The ball is now back in Paramount's court, but the company would not say what its next move might be.

Football 1990: Billion-dollar business for broadcasters (page 34)

32 / SWEEP TALK

NBC won its sixth consecutive July sweeps (July 12-Aug. 8) with a 9.6 rating, 19 share, besting ABC's 8.8/17 and CBS's 8.5/17. At the same time, combined viewership was down for all three networks, as Nielsen numbers showed drops in the HUT level, rating and share from the comparable period in 1989.

34 / BILLION-DOLLAR BUSINESS: FOOTBALL '90

Television's investment in football is already certain to increase this year, with 65% to 75% rights fee increases in agreements reached last March making professional football more than a $900 million business in 1990. In the meantime, college conferences are examining expansion and/or mergers, looking to create larger TV audiences and additional events. And a new, international spring football league is set to debut next spring.

Additionally, CBS Radio Sports will kick off the first year of a five-year exclusive NFL contract next September. And the Mutual Broadcasting System, which has rights agreements with individual teams, will air its first of 17 NFL doubleheaders also in September, distributing them to markets where no local team games exist.

45 / BROADER AUDIENCE

A growing number of TV stations are tapping into the lucrative syndication market as sellers of local shows.

46 / EARLY STARTS

NBC announced last week additional dates and times for six of its new fall series that will get a double airing before the traditional premiere week. Called the "double pump," NBC hopes it will catch the other networks sleeping.

47 / FOLLOWING THE RULE

Major changes in off-network, first-run, kids' and feature film syndication are causing companies to be more creative in finding viewers, according to Dick Robertson, president, Warner Bros. Domestic Television Distribution. Says Robertson: "The rule is: today there are no rules."

50 / HOW MUCH?

Whether carrying professional, college or high school football, radio stations—faced with skyrocketing rights fees and sluggish market growth—are asking themselves: "What price football?"

58 / NEW REVENUE FOR CABLE

The cable industry is looking at various new services as a way to be competitive when DBS and other technologies appear on the horizon. The list includes local programing, including news and sports, interactivity and point-to-point business communications.

60 / INTERACTIVE SERVICE

Montreal cable operator Videotron is experimenting with an interactive technology that allows subscribers more choice on how they view television.

62 / FOX'S NEW CABLE PROGRAMING DIVISION

Fox executives met with syndicators, proposing that they contribute programing to be packaged with Fox network shows to be fed to cable systems in so-called "white areas" not reached by Fox affiliates. Both syndicators and Fox affiliates have reservations about the plan. Fox also announced the creation of a new cable programing unit, headed by Robert Kreek, former head of the Fox Station Group and, before that, former senior vice president at HBO.

63 / FROM HERE TO INFINITY

Funds managed by Lehman Brothers—through a proposed purchase of stock and warrants—will make up the largest share of ownership in one of the largest radio group owners, Infinity Broadcasting.

66 / PARTLY SUNNY, PARTLY CLOUDY

The Television Bureau of Advertising has revised its 1990 advertising projections: Television's share of total advertising remains at 22.1%. However, the amount spent on TV advertising has decreased from about $131.4 billion to $130.5 billion. Projections for local TV revenue have been lowered from a 6%-8% increase to a 3%-5% increase. National spot has been upgraded from a 5%-7% gain to a 6%-8% gain. Syndication, with the benefit of Fox, will also be higher than anticipated.

69 / TOO LATE

The FCC has thrown out Anchor Media's petition asking the agency to reconsider the group broadcaster's bid to buy one TV station and operate it as a satellite of another, on the ground that Anchor's petition was three minutes late.

Interactive television lets the viewer become a TV actor (page 60)

70 / SPECTRUM FEE FOES

Representatives Norman Lent and Matthew Rinaldo urge the Bush administration to "refrain from including radio spectrum fees as part of any negotiated FY 1991 budget package." Among the congressmen's arguments: An arbitrarily calculated fee could harm radio and television broadcasters' ability to provide local news and information to their communities.

96 / ACT III PLUS SELTEL

In the largest station rep switch of the year, group owner Act III Broadcasting has chosen Seltel to represent its eight TV stations. Seltel currently reps Act III stations in Charleston, W.Va., and Charleston, S.C. The other Act III stations are in Rochester and Buffalo, both New York; Nashville; Richmond, Va.; Dayton, Ohio, and Winston-Salem, N.C.

TED KOPPEL
CAIRO

ABC's Ted Koppel in Cairo to cover Middle East crisis (page 31)

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TV NETWORKS' REVENUE UP ONLY 3% IN 2ND QUARTER

Ratings problems in the television networks' first quarter carried over into their second-quarter financial results. According to data provided to BROADCASTING last week by the Broadcast Cable Financial Management Association (BCFM), the three-network revenue increase of 3%, to $1.9 billion, was down significantly from the 8.8% first-quarter rise. Although the reported decline in PUT figures (people using television) occurred mostly in the first quarter (BROADCASTING, Aug. 6), the networks were still providing makegoods in the second quarter which deprived them of inventory that otherwise might have boosted revenue.

The BCFM data is based on unaudited network submissions to Ernst & Young.

The makegood problem had the greatest absolute effect in prime time where the second-quarter revenue increase of 1.9%, to $1.03 billion, was compared to a first-quarter increase of 6.4%. Other special factors included the change (since the second quarter of last year) of inventory from prime time to news for *Prime Time Live* on ABC. Conversely, additional hours were returned to news with the cancellation last year of *West 57th*, replaced with fewer hours of *Face to Face with Connie Chung* on CBS.

Some evening inventory that had been in sports last year because of ABC's baseball telecasts was returned to prime time this year. NBC likewise carried more baseball games in the second quarter last year than CBS did in the second quarter of this year. However, the latter had six additional post-season NBA telecasts. Sports revenue, which had increased 22% in the first quarter, was up 3% in the second quarter, to $237.5 million.

Late-night comparisons were off in the second quarter with revenue falling 10.7%, to $91.7 million, largely due to the absence of the now-canceled *Pat Sajak Show* on CBS, but also reflecting some ratings slippage elsewhere. Early morning revenue increases continued strong, while daytime revenue improvement grew slightly to 5.6%. News revenue was up 9.3%, to $200 million, over the same period last year and children's revenue was up 11%, to $34.4 million.

For the first half of 1990, three-network net revenue is up 5.8% to $3.8 billion. The fastest percentage growth is taking place in the early morning children's and sports dayparts. □

2nd quarter TV network revenue: '90 vs. '89

(Add 000)

	Prime Time	Late Night	A.M.	Daytime	Children	Sports	News	Total
Revenue from client-supplied programing								
Second quarter '89	$5,832	$0	$0	$0	$0	$9,235	$0	$15,067
Second quarter '90	9,499	0	0	475	182	1,645	0	11,808
% change	62.88	NA	NA	NA	NA	-82.19	NA	-21.68
All other gross revenue from time sales								
Second quarter '89	1,180,182	120,757	66,384	299,047	36,438	261,305	215,269	2,139,382*
Second quarter '90	1,199,496	107,849	74,219	272,985	40,300	277,506	235,233	2,207,588*
% change	1.64	-10.69	11.80	5.38	10.60	6.20	9.27	3.19
Total gross revenue from time sales								
Second quarter '89	1,186,014	120,757	66,384	259,047	36,438	270,540	215,269	2,154,449
Second quarter '90	1,208,995	107,849	74,219	273,460	40,481	279,151	235,233	2,219,388
% change	1.94	-10.69	11.80	5.56	11.10	3.18	9.27	3.01
Less advertising agency commissions								
Second quarter '89	177,902	18,113	9,958	38,857	5,466	40,092	32,291	322,679
Second quarter '90	181,345	16,178	11,134	40,948	6,073	41,686	35,284	332,648
% change	1.94	-10.68	11.81	5.38	11.11	3.98	9.27	3.09
Total net revenue from time sales								
Second quarter '89	1,008,112	102,644	56,426	220,190	30,972	230,448	182,978	1,831,770
Second quarter '90	1,027,650	91,671	63,085	232,512	34,408	237,465	199,949	1,886,740**
% change	1.94	-10.69	11.80	5.60	11.09	3.04	9.27	3.00

Year to date TV network revenue: '90 vs. '89

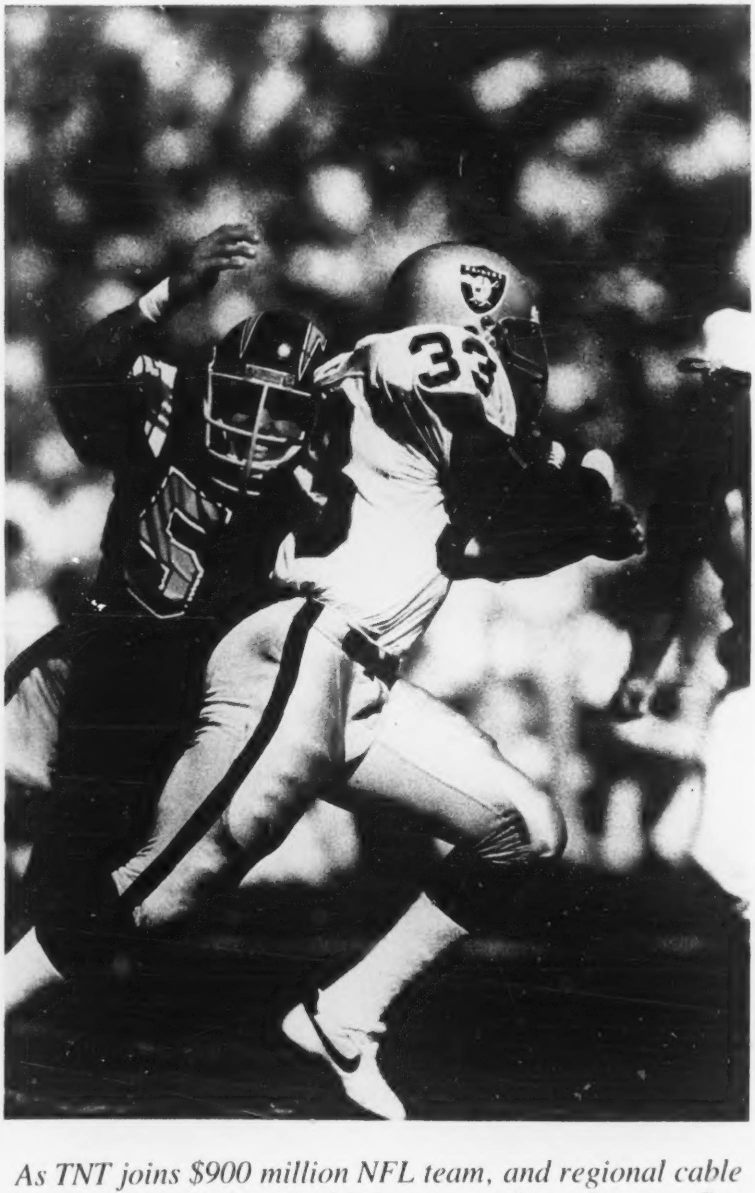
(Add 000)

	Prime Time	Late Night	A.M.	Daytime	Children	Sports	News	Total
Revenue from client-supplied programing								
Second quarter '89	$15,265	$0	$0	$500	$0	$12,887	$0	$28,652
Second quarter '90	16,201	0	0	475	181	2,263	0	19,120
% change	6.13	NA	NA	-5.00	NA	-82.44	NA	-33.27
All other gross revenue from time sales								
Second quarter '89	2,280,545	214,064	120,433	496,722	60,099	617,557	400,988	4,190,408*
Second quarter '90	2,373,080	196,541	135,714	520,111	68,274	716,157	436,693	4,446,570*
% change	4.06	-8.19	12.69	4.71	13.60	15.97	8.90	6.11
Total gross revenue from time sales								
Second quarter '89	2,295,810	214,064	120,433	497,222	60,099	630,444	400,988	4,219,060
Second quarter '90	2,389,281	196,541	135,714	520,586	68,455	718,420	436,693	4,466,690
% change	4.07	-8.19	12.69	4.70	13.90	13.95	8.90	5.85
Less advertising agency commissions								
Second quarter '89	344,371	32,109	18,065	74,519	9,015	93,744	60,150	631,973
Second quarter '90	358,388	29,482	20,358	78,017	10,269	107,497	65,504	669,515
% change	4.07	-8.18	12.69	4.69	13.91	14.67	8.90	5.94
Total net revenue from time sales								
Second quarter '89	1,951,439	181,955	102,368	422,703	51,084	536,700	340,838	3,587,087
Second quarter '90	2,030,893	167,059	115,356	442,569	58,186	610,923	371,189	3,796,175**
% change	4.07	-8.19	12.69	4.70	13.90	13.83	8.90	5.83

*Does not include color insertion revenue. **Includes no political parties/candidates revenue for 1990.

SPECIAL REPORT

FOOTBALL '90: MORE PLAYERS CARRY $1 BILLION BALL



As TNT joins $900 million NFL team, and regional cable channels multiply, world league and conference flux promise to create more football product.

Television's investment in football shows no signs of leveling off in the 1990's. In fact, that investment is already certain to increase this year: 65% to 75% rights fee increases in agreements reached last March will make professional football on TV more than a $900 million business this year. Already drawing perhaps $100 million in TV revenue, college conferences in every region are examining expansion and/or mergers, looking to create larger TV audiences and additional events. And a new, international spring football league will debut next March.

Since the beginning of the year, the price tags on the top two national football packages—the National Football League and College Football Association (CFA)—have increased by more than $400 million per season. Beginning next fall, ABC, CBS, NBC, ESPN and TNT are together expected to invest more than $910 million each season in the NFL through 1993-94—1.73 times the per-season fee under multi-year contracts ending last season, which averaged $510 million a year. One network described the NFL ad sales market as "difficult," while others declined comment.

On the college side, for rights to the CFA, 1991-95, ABC and ESPN agreed to pay $67 million per season—1.49 times the $45 million CBS and ESPN will pay this season.

But perhaps most indicative of the game's increasing television value was NBC's surprise 1991-95 agreement to pay $6 million a year for rights to the home games of only one school, Notre Dame University—an annual fee on par with current rights to whole conference schedules. Although that deal was valued at $30 million over five years, the CFA was forced to reduce rights to its ABC-ESPN deals by $50 million after Notre Dame's defection.

And a new professional league promises to take football beyond the fourth quarter and beyond U.S. borders. Agreements reached last winter and spring with ABC and USA Network will bring the World League of American Football approximately $10 million in annual rights beginning next March. -PDL

NFL: MORE GAMES, CABLE, REVENUE

Expanded regular and post seasons, addition of TNT equal 60% rights increase and spot surplus

Beginning this season, total national television rights to the NFL will rise from an average $531 million per season in the last set of ABC, CBS, NBC and ESPN contracts, to nearly $910 million per season under the 1990-91 through 1993-94 agreements reached last March between the NFL and ABC, CBS, NBC, ESPN and Turner Broadcasting System. Although the addition of Turner's TNT accounts for more than $100 million of the $388 million increase in the annual average, each of the returning rights holders will pay at least 60% more per season than it did before for parts of a slightly expanded league schedule.

In an environment of increased pressure to make those rights fees back, ABC deferred to network policy, declining comment, even in the most general terms, on how well its NFL ad sales were proceeding. Although CBS described the ad sales market as "strong," it also declined to quantify that claim.

But Kenneth Schanzer, executive vice president for NBC Sports, conceded, "It's a difficult marketplace. The NFL now costs so much that one has to look at it in a critical way," he said, attributing the current uphill preselling battle to expansion in advertising inventory due to the addition of the TNT schedule, as well as of additional regular season and playoff games. "The question before us," he said, "is whether demand will catch up with supply." Although he did not say NBC—with the lowest per-game rights costs among the networks—will lose money this season, Schanzer said of the network, "We would hope that during the term of the agreement, we would catch up with rights fees."

Networks: Slight gains at high cost

Together, the three broadcast networks will pay $2.737 billion to the NFL over the next four seasons, or an average $664 million per season, to air preseason, regular season and playoff games, as well as three Super Bowls.

To retain rights to the National Football Conference of the NFL, CBS agreed to pay $1.06 billion over the four years, or about $265 million per season, a 77% increase over the $150 million it paid last season. This year, CBS's regular season Sundays will expand from 16 to 17 and to 18 in 1992-93. In addition to airing Super Bowl XXVI from Minneapolis in 1992, CBS will carry four NFC playoffs following each regular season.

Pat Summerall and John Madden

Thanks to the NFC's average season ratings consistency over the past three seasons—13.8 each year, compared with 11.2, 11.0 and 11.6 for the AFC on NBC—sales for the 1990-91 NFC season are "very strong," said CBS spokeswoman Susan Kerr. CBS has scheduled two Saturday, prime time preseason games (Aug. 11 and Sept. 1), and one Sunday 1 p.m. ET game (Aug. 26) before it opens the season with four regional telecasts on Sept. 9. The regular season will include nine doubleheaders. Beginning with a Jan. 6 wild card game, CBS will air four NFC playoff games, including the NFC championship.

This fall, announcers John Madden and Pat Summerall celebrate their 10th year together on CBS. But with the departure of Brent Musburger last spring, the lineup on CBS's *NFL Today* show will sport new faces: anchors Greg Gumbel, Pat O'Brien and Leslie Visser, and analyst Terry Bradshaw.

Signing a 1990-93/94 contract valued at $752 million, NBC retains its Sunday package of AFC games and the 1993 Super Bowl from Phoenix at a cost of about $188 million per season, 1.57 times its 1989-90 fee of $120 million. NBC began its preseason schedule Aug. 5 with the Raiders vs. Saints from Wembley Stadium, London, and Aug. 11 with the Chiefs vs. Rams from Olympic Stadium, Berlin—the first NFL play on German soil, according to NBC spokesman Vince Wladika. NBC will rap up the preseason in prime time Aug. 24 with the Raiders at the Bears.

NBC will present eight doubleheaders in the regular season and four AFC playoffs, including the Jan. 20 AFC Championship. The faces will change this season for NBC's *NFL Live*, with analysts O.J. Simpson and Wil McDonough joining host Bob Costas.

On the strength of 18.6, 19.9 and 18.1 ratings and 29-plus shares the past three seasons, the NFL asked for and received an increase in rights fees for *Monday Night Football* from ABC, which agreed to a $925 million, 1990-93/94 package. At $231 million a year, or 1.58 times its previous annual fee, ABC gets one additional regular season game this season and another in 1992. And, in addition to winning rights to Super Bowl XXV (next January 27 from Tampa), ABC will for the first time also televise playoff games each of the four seasons—two wild card games the NFL will add, beginning next Jan. 5. ABC launched its four-game preseason with coverage of the Aug. 4 Hall of Fame game.

The broadcast team for *Monday Night Football*, which moved up from 16th highest rated prime time series in 1988-89 to 10th highest in 1989-90, will remain unchanged, with Al Michaels, Dan Dierdorf and Frank Gifford in the booth.

So far, rights to the 1994 Super Bowl remain unassigned. **—PDL**

Cable NFL: full season presence

For the first time ever, the cable industry will have NFL football every week of the season, with TNT joining ESPN in landing concurrent four-year packages valued at $445 million each.

TNT will carry three preseason games as well as nine regular season games, the first nine weeks of the season. The regular season games will be Sunday night, except for a Thursday, Oct. 18, game between New England and Miami. Turner is in the first year of a four-year, 47-game deal.

ESPN will carry three preseason games, and Sunday night games on the last eight weeks of the season, as well as the Pro Bowl, in the first year of a new four-year deal.

Both networks have sought to pass along some of the rights fees to cable operators, which initially caused a certain amount of grumbling. ESPN's is a straight 14 cents per subscriber per month surcharge, while Turner's is included in a new rate for TNT.

ESPN began marketing the NFL soon after it received the package in early March and said it has resigned the 99% of the MSO's that signed up for its first package three years ago, which carried a nine cents per subscriber surcharge.

TNT's new rate begins at 32 cents per subscriber for 1990, reflecting a 12 cent increase for the NFL. To date, TCI, Comcast, Cox and Sammons have renewed contracts with Turner, but all TNT operators will receive the NFL, regardless of the state of contract extension negotiations.

On the advertising front: Locally, cable salespeople appear to be selling ESPN and TNT as one package. Larry Zipin, Warner Cable vice president, ad sales, said "the reaction is very positive." The real question will be how much of the business will be incremental, as opposed to migration from other cable budgets. Zipin said Warner wouldn't know until the latter part of the season how much revenue was actually new business.

Connie Pettit, vice president of Dimension Media Services, the sales arm of Times Mirror, said the NFL is 50% to 60% sold out. She agreed with Zipin that how many new dollars were received won't be known until later in the season. She said many repeat advertisers are back with bigger budgets, with the increased number of games. In larger systems, such as Phoenix, the NFL is sold in a package that also included the Goodwill Games and will include the NBA.

And although the local cable sports advertising market is glutted, it brings an upside, said Pettit. MLB and the Goodwill Games have provided better ratings than previous product and for the many advertisers that want to reach men, she said, sports remains one of the best vehicles. **—MS**

CBS RADIO AND MUTUAL CARRY NFL

CBS keeps exclusive league, post-season schedules; Mutual to offer 17 doubleheaders

Hank Stram

CBS Radio Sports will kick off the first year of a five-year exclusive NFL contract Sept. 10, with play-by-play coverage of the San Francisco 49ers-New Orleans Saints game at the Superdome in New Orleans. The Mutual Broadcasting System, armed with rights agreements with individual teams, will air its first of 17 NFL doubleheaders a day earlier, distributing them to markets where no local team games exist.

The new CBS contract includes an expanded broadcast package of 33 regular season games, 10 post-season playoff games, the Super Bowl and the AFC-NFC Pro Bowl game. The regular season schedule offers 16 Monday night games, eight Sunday night games, a Thanksgiving double-header, two Saturday double-headers and one Saturday triple-header.

CBS Radio Networks vice president and general manager, Robert Kipperman, says the value of NFL football is that "it gives us an opportunity to provide exclusive sports programing to our affiliate stations. NFL football complements the other 'Tiffany' sports we carry, including Major League Baseball, the NCAA Final Four, the Masters golf tournament, and U.S. Open tennis. We have positioned ourselves as the sports network, and with NFL football, we are the 'only game in town.' "

Returning this year to provide play-by-play and color commentary are veteran CBS sportcasters Jack Buck and Hank Stram, who will serve as the network's primary announcing team. Additional CBS Radio Sports NFL play-by-play and color announcers include Jim Nantz, Pat Haden, Brad Sham, Howard David, Brad Nessler, Mark Champion, John Dockery and Bill Wilkerson.

Additionally, CBS's football coverage includes *NFL '90*, a 10-part, preseason series hosted by former player/sportscaster Merlin Olsen, that begins Aug. 27 and concludes Sept. 7; *NFL Preview*, a 15-minute weekly series hosted by CBS sportscaster Greg Gumbel and NFL commentator John Madden, and *The Road to the Super Bowl*, a 20-part series scheduled to air during the January pre-Super Bowl hype period. The anchors for *Road to the Super Bowl* have not yet been announced.

Mutual has scheduled the Los Angeles Rams at Green Bay (1 p.m. ET) and Pittsburgh at Cleveland (4 p.m. ET) for the opening week. Having scheduled the the first seven Sundays in the season, Mutual will select additional games as divisional races start to heat up. "We try to get the best games possible each week, while fitting in as many teams as possible during the season," said Mutual director of sports, Larry Michaels. Stations can pick up one or both of the Sunday games, Michaels said.

For Mutual's two Sunday broadcasts, play-by-play announcers include Tony Roberts, Harry Kalas and Bill Rosinski; color commentary is provided by Jack Ham and Jack Snow.

Michaels said Mutual "would love to have the Super Bowl package" and did bid on the rights, but the NFL was looking for more money than Mutual thought the lineup was worth.

Although Michaels said the doubleheader schedule works well for Mutual's stations and advertisers, he conceded the network does run into logistical challenges when local radio stations carry home team broadcasts. "If a local station broadcasts any NFL football game, whether it's the one we're carrying or not, we're blacked out in that market," Michaels said. **—REB**

LOCAL RADIO NFL COVERAGE

Buffalo Bills
WBEN(AM) Buffalo

Regional network of 16 stations; 4 preseason, 16 regular; station holds rights in first year of five-year contract.

Indianapolis Colts
WIBC(AM)
Indianapolis

Reg. net. of 26 stations; 4 preseason, 16 regular; station holds rights.

Miami Dolphins
WIOD(AM) Miami
WQBA(AM) Miami

Reg. net of 27 stations; 4 preseason, 16 regular; third year of three-year pact; WQBA has Spanish rights, 4 preseason, 16 regular; second year of three-year pact.

New York Jets
WCBS(AM) New York

4 preseason, 16 regular; station holds rights in third year of five-year deal.

New England Patriots
WHDH(AM) Boston

Reg. net. of 50 stations; 4 preseason, 16 regular; station holds rights in final year of four-year contract.

Cincinnati Bengals
WKRC(AM) Cincinnati

Reg. net. of 50 stations; 4 preseason, 16 regular; station holds rights in final year of three-year contract.

Cleveland Browns
WWWE(AM)
Cleveland

Reg. net. of 43 stations; 5 preseason, 16 regular; station holds rights.

Houston Oilers
KTRH(AM)-KLOL(FM)
Houston (co-owned stations)

Reg. net. of 35 stations; 4 preseason, 16 regular; 1st year of 5-year pact; co-owned stations hold rights in contract.

Pittsburgh Steelers
WTAE(AM)-WHTX(FM)

Pittsburgh
Reg. net. of 35 stations; 4 preseason, 16 regular; station holds rights in first year of three-year pact.

Denver Broncos
KOA(AM) Denver

Reg. net. of 55 stations; 5 preseason, 16 regular; station holds rights.

Kansas City Chiefs
KCFX(AM) Kansas City

Reg. net. of 53 stations; 4 preseason, 16 regular; station holds rights in first year of two-year pact, option on third year.

Los Angeles Raiders
KFI(AM) Los Angeles

Reg. net. of 33 stations; 4 preseason, 16 regular; station holds rights in third year of four-year pact. Bob Speck Productions holds rights in third year of four-year pact.

San Diego Chargers
XETRA(AM) Tijuana

Reg. net. of five stations; 4 preseason, 16 regular; station holds rights in fourth year of five-year contract.

Seattle Seahawks
KIRO(AM) Seattle

Reg. net. of 55 stations; 4 preseason, 16 regular; station holds rights in second year of five-year contract.

Dallas Cowboys
KRLD(AM) Dallas

Reg. net. of 22, plus 13 Spanish-language stations; 4 preseason, 16 regular; station holds rights in final year of five-year deal.

New York Giants
WNEW(AM) New York

Reg. net. of 22 stations; 4 preseason, 16 regular; station holds rights in second year of multiyear pact.

Philadelphia Eagles
WIP(AM)
Philadelphia

Reg. net of 30 stations; 4 preseason, 16 regular; station holds rights in second year of three-year contract.

Phoenix Cardinals
KTAR(AM) Phoenix

Reg. net. of 21 stations; 4 preseason, 16 regular; station holds rights in second year of five-year deal.

Washington Redskins
WMAL(AM)
Washington

Reg. net. of 94 stations; 4 preseason, 16 regular; station holds rights in second year of three-year contract.

Chicago Bears
WGN(AM) Chicago

Reg. net. of 62 stations; 5 preseason, 16 regular; station holds rights in third year of three-year pact.

Detroit Lions
WWJ(AM) Detroit

Reg. net. of 33 stations; 4 preseason, 16 regular; station holds rights in second year of three-year contract.

Green Bay Packers
WTMJ(AM)
Milwaukee

Reg. net. of 53 stations; 4 preseason, 16 regular; station holds rights.

Minnesota Vikings
WCCO(AM)
Minneapolis

Reg. net. of 50 stations; 4 preseason, 16 regular; station holds rights in third year of three-year contract.

Tampa Bay Buccaneers
WRBQ-FM Tampa Bay

Reg. net. of 30 stations; 4 preseason, 16 regular, first year of two-year option, fourth year overall in contract; station holds rights.

Atlanta Falcons
WSB(AM) Atlanta

Reg. net. of 65 stations; 4 preseason, 16 regular; station holds rights in second year of three-year pact.

Los Angeles Rams
KMPC(AM), KLIT(FM)
XPRS(AM)

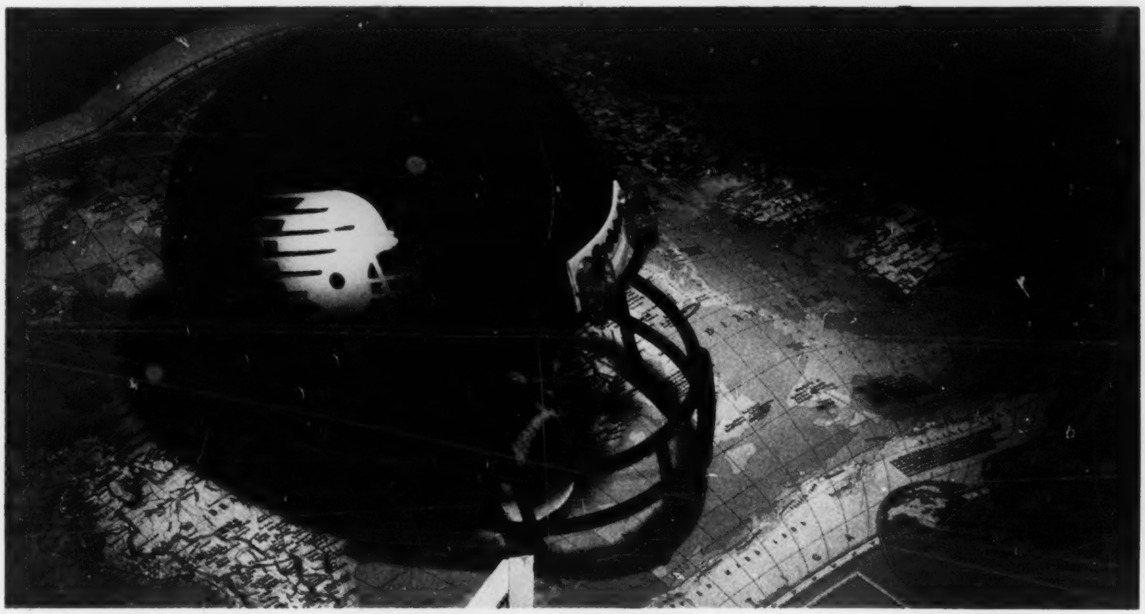
Reg. net. of 24 stations; XPRS provides Spanish broadcasts; KMPC and XPRS will air 4 pre-season and 16 regular season games; KLIT will air 16 regular season games. KMPC retains rights in first year of five-year contract.

New Orleans Saints
WWL(AM) New Orleans

Reg. net. of 40 stations; 5 preseason, 16 regular; station holds rights in second year of three-year pact.

San Francisco 49ers
KGO(AM) San Francisco

Reg. net. of 40 stations (25 in Calif.); 4 preseason, 16 regular; station holds rights in first year of three-year pact (agreement in principle as of last week).



WORLD FOOTBALL RACES TOWARD SPRING KICKOFF

On strength of ABC, USA rights, WLAF moves forward

As of last week, the World League of American Football had selected 11 of 12 franchises for its North American and European teams: Orlando, Birmingham, San Antonio, Sacramento, New York, Mexico City, Montreal, Barcelona, Frankfurt, London and Milan. The 12th city, in the U.S., is to be announced. To complete site selection, the league said it must finalize stadium leases and be assured of strong local ownership interest and fan support.

Although the league is backed financially by a group of National Football League owners, revenue arrangements will differ from the NFL, with the league itself taking in all TV and national network radio revenues and corporate sponsorships, while paying players, officials and picking up team travel costs. Team owner income will come from gate receipts, local radio rights, concessions and local sponsorship.

The league has concluded all-important U.S. TV rights in deals completed this past winter and spring with ABC-TV and cable channel USA Network. European TV and radio rights deals are currently under negotiation, led by WLAF's TV consultant Jim Spence, a former senior ABC executive.

ABC's two-year deal, estimated at between $10 million and $12 million per year, calls for airing live Sunday afternoon games and playoffs.

The USA Network, in a deal reportedly valued at $18 million for four years, will telecast games in prime time on Saturday and Monday, plus six European team specials on Saturday afternoons. Some USA Network playoff games will also be shown nationally, along with 14 additional prime time games cablecast regionally.

The WLAF schedule includes 10 regular season games in a three-division round robin, and semi-finals leading up to the league championship next June 9. One intercontinental game is scheduled each week of the season.

Radio coverage of the WLAF is being handled by New York-based Dick Brescia Associates, which is currently developing the World League of American Football Radio Network. Present plans call for a network of six flagship stations, one in each of the six U.S. league markets. Once these flagship stations are determined, Brescia said: "We're going to go out and round up the usual suspects. We'll go to the sports-oriented stations and the stations that will be part of the regional radio networks and build on that."

Brescia, who is a veteran of CBS Radio football coverage, said radio announcers have yet to be determined, but should be in place by early fall. Additionally, several advertisers are looking at preliminary proposals, but games have yet to be actively sold.

International radio rights are being negotiated separately from the U.S. rights, largely because of a lack of understanding of American football. Brescia noted that some European broadcasters are uncomfortable with relinquishing their air to 3-½ hours of American football; at least one even asked if games could be shortened. "We have to educate the fans and the broadcasters in the game of football. It's going to be a whole new ballgame, but we anticipate everything being in place by opening day."

Taking advantage of the league's startup nature, WLAF has also promised to introduce a number of innovations in play, including electronic radios in players' helmets to eliminate team huddles, as well as in-stadium radio broadcasters and a TV instant replay booth.

Run by former Dallas Cowboy manager Tex Schramm, along with a number of former Cowboy and other NFL executives, the league expects to tap players from among NFL free agents and contracted NFL players, as well as Canadian Football League players, former college players and other players from Europe, Canada and Mexico. **—AAG, REB**

COLLEGE FOOTBALL: CHANGES AFOOT ON UNCERTAIN TURF

NBC/Notre Dame deal, cable regionals, conference expansion upend ground rules

The college football rights plot thickens. In 1990, new regional cable channels have created another layer of conference rights across the nation (see chart, below). And as CBS enters the last year of its rights to the College Football Association package, other changes are afoot for 1991 and beyond. ABC will consolidate CFA, Big Ten and Pac-10 rights in 1991. NBC will become the Notre Dame network. And conferences in every region are poised to expand and/or merge, a trend that sources say is motivated primarily by the potential for more TV money and exposure for member schools.

As they have through most of the past decade, ABC, CBS and ESPN will dominate national carriage of the college football regular season in 1990, with the exception of a dozen Southeast Conference games to be carried nationally on superstation WTBS(TV) Atlanta.

In more limited fashion, syndicators, including Jefferson-Pilot Telecommunications (with rights to the Atlantic Coast Conference and a package of independent school games), Raycom Sports and Entertainment (with rights to the Southwest Conference and to two preseason special events) and the Blue and White Sports Network (with rights to Air Force and Brigham Young University) will distribute games to a mix of broadcast stations, regional cable services and cable systems across the nation.

CBS will launch a 17-broadcast 1990 CFA schedule Sept. 15 with Pittsburgh at Oklahoma on Saturday afternoon, fol-

Cable covers college ball, region by region

Cable regional sports networks will provide viewers with hundreds of college football games this fall, with many networks carrying tripleheaders. SportsChannel and Prime Network have secured rights to various conferences for their affiliates. SportsChannel has rights to Notre Dame, Florida, Miami, Syracuse, Big 10 and Big West games. Prime Network has rights to Pac 10, Southwest Conference, Big 8 and Atlantic Coast Conference contests. Most games on regional networks will be on a taped-delayed basis, although many will be live.

Network	*Sub count*	*Games*	*Live*
Prime Ticket	4.1 million	Pac 10 (10), USC (13), UCLA (13) SWC (13), Big 8 (11), ACC (5), Hawaii (8), BYU and Air Force (10), San Diego State (3), Grambling (4), Colorado (1), Great American Independent	33
MSG	4.1 million	Pac 10 (10), SWC (13)	13
Sunshine	2.9 million	Pac (10), ACC (12), Big 8 (11), SWC (12), GAI (11), Florida State (1 live, 4 PPV plus others on taped delay)	25
HSE	2.3 million	SWC (30), ACC, SWAC, WAC, Big 8, SEC, Pac 10, Southland, Florida St. Pitt.	21
HTS	1.85 million	Syracuse (11), West Virginia (8), Notre Dame (3), Pac 10 (10), WAC (7), ACC, SWC, GAI	24
SportSouth	1.5 million	SEC, Pac 10, WAC, SWAC, ACC, Big 8, GAI	30
SC Chicago	1.7 million	MAC (12), Notre Dame (11), Florida (11), Big West (8), Big 10, Miami (5)	8
KBL	1.4 million	Prime Network games, Indiana U. of Pa.	N/A
SC New York (pay)	1.3 million	Notre Dame (11), Syracuse (11), Metro College (11), Florida (10), Army (3), Rutgers (5), Big West, Hofstra	14
Prime Sports NW	1.2 million	Washington St. (11), Oregon St. (11) Big Sky (12)	0
SC New England	(B)975,000 (P)225,000	Florida (11), Notre Dame (11), MAC (6), Metro College (7), Big West (7), Miami (5), Army (4), Rutgers (3) Holy Cross (3).	10
SC Philadelphia	1.2 million	Notre Dame (11), Florida (11), Miami (7)	3
Pacific Sports Network	1 million	Pac 10, California, Stanford	N/A
SC Florida	975,000	Florida (11), Notre Dame (11) Syracuse (11), MAC (8), Miami (5), West Virginia (4), Rutgers (3)	11
Prime Sports Network	700,000	Big 8 (11), Colorado St. (5), SWC	5
PASS	650,000	Mid-American, Big 8, SWC, Colorado St.	N/A
SC Ohio	600,000	MAC (11), Notre Dame (11), Ohio State (11), Big West (8), West Virginia (8) Wisconsin (7), Miami (5)	13
NESN (pay)	362,000	Pac 10, SWC, Big 8, BYU and Air Force ACC, GAI, Boston College	*20
ASPN	300,000	Pac 10 (10), USC (13), UCLA (13) SWC (13), Big 8 (11), ACC (5), Hawaii (8), BYU and Air Force (10), MAC (10), Syracuse (11), West Virginia,	33
Midwest SportsChannel	200,000	Notre Dame (11), Air Force (6) BYU (5)	14
SC Los Angeles (pay)	150,000	Notre Dame (11), MAC (10), Big West (8), Florida (10), Ohio State (6), Miami (5), Syracuse (5), West Virginia (5)	18
SC Cincinnati	90,000	Notre Dame (11), MAC (11), Big 10 (9) SEC, West Virginia (6), Miami (3)	13

() number of games in package

*Estimate.

SportSouth to launch Aug. 29.

lowed by Michigan at Notre Dame in prime time, the first of four doubleheaders. Other highlights of the schedule, which closes Dec. 8 with Army vs. Navy, include Florida State at Miami Oct. 6, Miami at Notre Dame, Oct. 20, and Nebraska at Oklahoma, Nov. 23.

CBS's post season lineup will include the John Hancock Bowl on Dec. 31 and the Cotton Bowl Jan. 1. All told, CBS has been investing about $16 million per season in college football.

In the third year of concurrent nine-year agreements with the Big Ten and Pacific 10 conferences (running through the 1996-97 season), ABC will air games every Saturday afternoon from Sept. 8-Nov. 24, usually in the 3:30 p.m. ET window, overlapping CBS's usual 2 p.m. to 6 p.m. or 3:30 p.m. to 7 p.m. ET window. Although regionalized feeds of two concurrent games appears to be the norm in the ABC schedule, some national telecasts, such as UCLA (Pac 10) at Michigan (Big Ten) at noon, Sept. 22, followed by Notre Dame at Michigan State at 3:30 p.m. ET also appear. Penn State at USC, Sept. 15, and USC at Ohio State, Sept. 29, were the other Big-Pac-10 matchups scheduled as of last week. Those conferences get about $6.5 million each from ABC each season.

In the post season, ABC will air the Kelly Tire Blue-Gray All-Star Classic and Eagle Aloha Bowl (Dec. 25); the Peach Bowl (Dec. 29), and, on Jan. 1, 1991, the Florida Citrus Bowl, Rose Bowl and USF&G Sugar Bowl.

ESPN will televise at least 48 college games in 1990, with the CFA accounting for 28 matchups at a cost to ESPN of about $17 million. Five Big 10 games and two Pac-10 games are also in the schedule. In the first year of a six-year contract, ESPN and Los Angeles-based regional cable channel Prime Ticket will together pay the Pac 10 between $5 million and $6 million per season for rights to football and other sports, not including basketball. Prime Ticket will carry 10 of the 12 football games.

ESPN will air the Liberty Bowl, All American Bowl and Sea World Holiday Bowl on Dec. 27, 28 and 29, respectively, and the Mazda Gator Bowl Jan. 1. Three all-star games—the Mycal Japan Bowl (Jan. 12); the Senior Bowl (Jan. 19), and the East-West Shrine Game (Jan. 26)—will round out the schedule.

CFA vs. 'Super Conferences'

No one was more surprised than CFA Executive Director Chuck Nienas when Notre Dame announced a $30 million agreement giving NBC rights to Notre Dame home games, 1991-95. Rights to half a dozen Notre Dame games had been essentially promised to ABC when, several weeks earlier, the CFA and ABC reached a 1991-95 deal valued at $210 million. But Notre Dame, one of 64 schools that had entrusted the CFA to negotiate its national TV deals, objected to ABC's plan to break with CBS's tradition of airing 17 games nationally and to instead air only half a dozen games nationally while regionalizing up to five games each Saturday and 55 games per season.

After the Notre Dame announcement, the CFA was forced to renegotiate its agreements with ABC and ESPN, reducing the total value ($350 million) of the deals by $20 million in rights and another $30 million due to the loss of "an obviously attractive member of our

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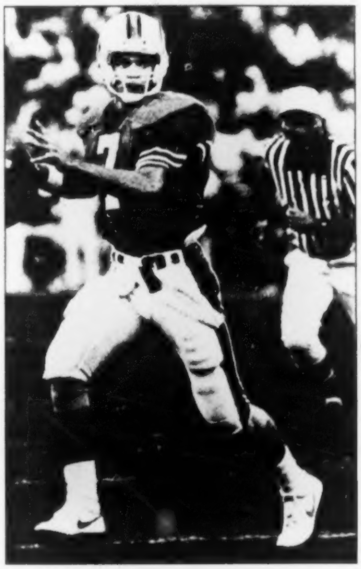
package," said Nienas. ABC's five-year investment—in large part predicated on winning network exclusivity in college football—dropped from $210 million ($42 million a year) to $180 million ($36 million a year). At the same time, the CFA extended its $116 million, four-year deal with ESPN (which was to average $29 million per year) to five years, through 1994-95, at $180 million ($24 million per year).

The maverick move by Notre Dame apparently portended a trend. In June, Pennsylvania State University traded its independent status for membership in the Big Ten conference, which holds long term rights agreements with ABC and ESPN. And in late July, the University of Arkansas announced it will leave the Southwest Conference—delivered to 26 markets regionally by Raycom—and join the Southeast Conference whose long term deal with Turner Broadcasting System will bring the school exposure regionally via SportSouth and nationally via WTBS(TV) Atlanta.



Other moves are possible. Last week, SWC and Big Eight members discussed merging. The University of Miami, ranked number one in the United States at the end of last season, has answered survey inquiries from the SEC and the Metro Conference. And according to Jimmy Rayburn, executive producer of Jefferson-Pilot Telecommunications, new contracts call for renegotiation options for either party, given expansion.

"The thing people say is driving expansion," said Rayburn, "is television money."

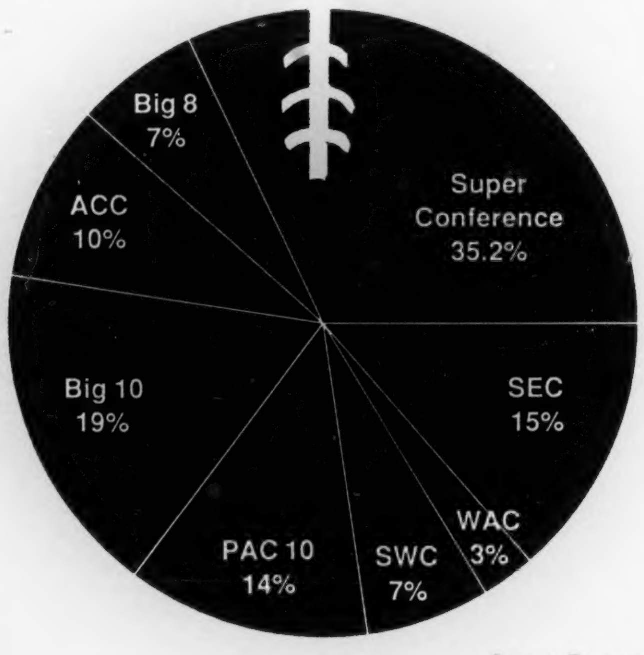
That appears to be a central motivator behind "Developing the Super Conference," a proposal issued in July by Raycom that calls for creation of a 16-team football conference "encompassing over 35% to 43% of the nation's television households...the largest collegiate football conference in America," said Raycom executive vice president, Ken Haines, in the proposal's introduction.

Both the football conference and a 12-team, two-division basketball conference would start with the eight Metro teams (Florida State, South Carolina, Cincinnati, Louisville, Southern Mississippi, Tulane, Virginia Tech and Memphis State), which now command only 9% of TV homes, and add other schools from Boston College to Pittsburgh to Miami. Those and other institutions have agreed to vote on the proposal by mid-October.

The dissolution of Video West Network's Western Athletic Conference package last year may be symptomatic of pressure to go national. The Blue and White Sports Network, based out of KBYU-TV Provo, Utah, took over the package. Concluding that, at least in the Rocky Mountains, "there is not enough audience base to support regional syndication," said Mikel Minor, executive producer, B&W this year will "go for the national appeal" of Brigham Young University and the Air Force Academy and distribute a 10-game schedule to 75% of the nation.

Wider audiences, creation of new events and higher TV revenue appear to be the carrot dangling before colleges and universities. In addition to gaining more television homes, said Haines, the Super Conference would "allow for a lucrative 12th game to determine a conference champion" and "facilitate the movement toward a national football playoff system"; allow member schools to "retain 90% of their major athletic-related income," and afford "the opportunity to negotiate a network television contract should the College Football Association television plan cease to exist" after 1995. Several sources noted widespread concern that the Federal Trade Commission will find that CFA negotiating power violates antitrust law, as the courts found NCAA power in 1984. **—PDL**

Percent of U.S. Television Households Football



Source: Raycom Inc.

RATINGS ROUNDUP

NBC won the week of July 30-Aug. 5 for the 12th week in a row, while the three-network share dropped to a record low (50) for a non-disrupted week. Two weeks ago, the networks had fallen to a 51 share total, a record until last week. Network coverage of the Democratic and Republican conventions in 1988 contributed the lowest share totals ever, with a 48 share average the week of the Democratic convention, and a 47 the week of the Republican convention.

Week 45

July 30–Aug. 4

1st column tells rank, 2nd column tells position compared to last week: ▼-Down in rank from last week, ▲-Up in rank from last week, ■-Premiere broadcast. 3rd column tells rating, 4th column tells network, 5th column tells show.

1	▲	14.7/27	N	Cheers
2	▲	13.3/28	C	60 Minutes
3	▲	13.0/24	A	Amer. Funniest Videos
3	▲	13.0/26	N	Empty Nest
3	▲	13.0/22	F	Married...With Children
3	▼	13.0/22	A	Roseanne
3	▲	13.0/26	N	Unsolved Mysteries
8	▲	12.9/22	C	Designing Women
9	▲	12.8/23	F	Simpsons
10	▲	12.7/22	C	Murder Ordained, Pt.2
11	▼	12.6/26	N	Cosby
12	▼	12.5/25	N	A Different World
13	▼	12.2/26	N	Golden Girls
14	▲	11.6/20	A	Movie:Twin Peaks
14	▲	11.6/21	C	Murder, She Wrote
16	▲	11.5/20	C	Murphy Brown
16	▲	11.5/22	C	Top Cops
18	▼	11.4/21	N	Grand
18	▼	11.4/24	A	20/20
20	▲	11.3/19	F	In Living Color
21	▼	11.1/20	A	Wonder Years
22	▼	10.9/19	A	Coach
22	▲	10.9/25	A	Full House
22	▲	10.9/20	C	Rescue: 911
25	▲	10.8/19	A	Tim Conway
26	▼	10.7/20	A	Who's the Boss?
27	▲	10.6/22	N	Hunter
28	▼	10.5/19	N	Night Court
29	▲	10.4/19	N	Matlock
30	▼	10.2/19	C	Face To Face w C. Chung
31	▼	9.9/17	N	Heat of The Night
31	▲	9.9/17	N	Movie:Parker Kane
33		9.8/19	A	Macgyver
34	▼	9.7/21	A	Family Matters
34	▲	9.7/20	C	Major Dad
36	▼	9.6/18	A	Movie:Project Tin Man
36	▲	9.6/19	N	L.A. Law
38	▼	9.5/20	A	Perfect Strangers
39	▼	9.4/17	N	Dear John
39	▲	9.8/14	C	Nothern Exposure
41	▼	9.3/17	A	Doogie Howser, M.D.
41		9.3/17	A	High Life
43	▼	9.2/17	C	Jake and The Fatman
44	▼	9.0/18	N	Quantum Leap
45		8.9/16	N	Sex, Buys & Advertising
46	▼	8.6/15	C	Movie:Leap Of Faith
46	▼	8.6/18	A	Growing Pains
46	▼	8.6/17	A	Head Of The Class
49	▲	8.2/17	A	Father Dowling
50	▲	8.0/15	N	Working Girl
51	▲	7.8/15	F	Amer. Most Wanted
51	▼	7.8/14	N	Movie:Flying Blind
53		7.6/14	A	thirtysomething
54		7.5/17	N	13 East
55	▼	7.4/14	A	Primetime Live
56		7.3/13	A	Young Riders
57	▼	7.0/13	A	Anything But Love
58		6.7/15	C	Candid Camera Spec.
58		6.7/15	C	Primetime Pets
60		6.6/15	N	Amen
60	▲	6.6/13	N	Sister Kate
60	▲	6.6/15	A	Super Jeopardy!
63		6.5/13	N	Bret Maverick Spec.
63	▼	6.5/13	N	Midnight Caller
65	▼	6.4/13	A	Movie:B.L. Stryker
66	▼	6.3/13	F	Cops
67	▼	6.2/12	A	China Beach
67	▲	6.2/11	C	Eddie Capra Mysteries
69	▼	6.1/12	C	48 Hours
70	▼	6.0/11	F	Booker
71		5.7/12	C	Lola
71		5.7/11	C	Shangri-La-Plaza
73	▼	5.6/13	C	Paradise
74	▼	5.4/12	N	Bret Maverick
74	▼	5.4/11	A	Life Goes On
74	▼	5.4/12	A	Monopoly
77		5.1/11	N	Ann Jillian
77	■	5.1/10	C	His & Hers
77	▼	5.1/11	C	Tour Of Duty
80		4.9/10	N	A Family For Joe
80	▼	4.9/10	C	Newhart
82		4.6/8	N	Disney:Brand New Life
83	▼	4.5/9	F	21 Jump Street
84	▼	4.3/9	C	Room For Romance
85		4.2/9	C	Beauty & The Beast
86	▲	3.9/8	F	Outsiders
87		3.7/8	F	Comic Strip Primetime

FREEZE FRAMES: Syndication Scorecard *

Week ended July 30

Rank	Program (Syndicator)	Rtg	Stns	Cov.
1	Wheel of Fortune, syn. (King World)	11.6	233	99
2	Jeopardy! (King World)	10.8	221	99
3	Oprah Winfrey (King World)	8.3	217	99
4	Star Trek: Next Generation (Paramount)	8.2	235	98
5	Current Affair (20th Century Fox TV)	7.6	195	97
6	Cosby Show (Viacom)	7.4	201	97
7	Entertainment Tonight (Paramount)	7.1	181	96
7	Wheel of Fortune, wknd. (King World)	7.1	211	93
9	Donahue (Multimedia)	6.0	230	99
10	Geraldo (Tribune)	5.3	190	98
11	People's Court (Warner Bros Domestic TV)	4.7	177	89
12	Chip 'N' Dale (Buena Vista)	4.6	178	96
12	Future Legends-Sports (Berl Rotfeld Prod.)	4.6	138	91
12	Sally Jessy Raphael (Multimedia)	4.6	175	94
15	Star Search (TPE)	4.4	175	97

The following shows were rated, but not ranked

Wrestling Network	6.8	172	94
World Wrestling Federation (WWF)	7.8	251	97

* Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research.

CHANGING HANDS

This week's tabulation of station and system sales ($250,000 and above)

WUHQ-TV **Battle Creek, Mich. (Kalamazoo-Grand Rapids)** □ Sold by Channel 41 Inc. to Northstar Television of Grand Rapids (NTG) for approximately $10 million. Deal is for cash and stock. Station went on air in July 1971. Station will become sateilite of WZZM-TV Grand Rapids. **Seller** is headed by John W. Lawrence and William Lawrence Jr., brothers, who will become stockholders in Northstar. **Buyer** is partnership of Osborn Communications, Desai Capital, Price Communications Corp., and Bankers Trust Co. NTG is headed by Richard F. Appleton, and has interest in WZZM-TV Grand Rapids, WAPT(TV) Jackson, Miss.; WSEE-TV Erie, Pa., and WNAC-TV Providence, R.I. Osborn Communications is headed by Frank D. Osborn and has interest in WJSU-TV Anniston, Ala.; WIOI-FM Brunswick, Ga.; WNDR(AM)-WNTQ(FM) Syracuse, N.Y.; WAZO(FM) Tarboro, N.C.; WAZU(FM) Springfield, Ohio; WTSJ(AM)-WTNV(FM) Jackson, Tenn., and WWVA(AM)-WOVK(FM) Wheeling, W.Va. Desai Capital is shareholder of Price Communications Corp., which is headed by Robert Price and has interest in WPBG(AM)-WIRK-FM West Palm Beach, Fla.; WOWO(AM) Fort Wayne and WOWO-FM Huntington, both Indiana; KSNF(TV) Joplin, Mo.; WWKB(AM) Buffalo and WKSE(FM) Niagara Falls, both New York, and KJAC-TV Port Arthur and KFDX-TV Wichita Falls, both Texas. WUHQ-TV is ABC affiliate on channel 41 with 2,000 kw vis., 200 kw aur., and antenna 1,076 feet above average terrain.

PROPOSED STATION TRADES

Station deals last week: 14
Dollar value: $22,087,271
1990 station deals: 557
1990 value: $1,491,510,084

WTGI(TV) **Wilmington, Del. (Philadelphia)** □ Sold by Delaware Valley Broadcasters Ltd. to WTGI-TV Inc. for assumption of debts estimated at $3,548,170. Station went on air in June 1987. **Seller** is headed by Daniel G. Slape and Elmer W. Lindale and has no other broadcast interests. **Buyer** is headed by Daniel G. Slape, Roland E. Goode, Thomas H. Maichak, Robert L. Smith, Noel L. Smith and William E. Rollow and has no other broadcast interests. WTGI(TV) is independent on channel 61 with 3,000 kw vis., 300 kw aur., and antenna 957 feet above average terrain.

WWKX(FM) **Woonsocket, R.I.** □ Sold by Ocean State Broadcasting Ltd. to Ten Mile Communications Inc. for $2.4 million. Total is due in cash at closing. Station was acquired as part of deal that included WWON(AM) in February 1986 for $905,000. **Seller** is headed by Richard C. Barczak, George Y. Wheeler, Bernard Barczak and Greta K. Cerry and recently sold WWON(AM) Woonsocket, R.I. ("Changing Hands," Jan. 1, 1990), for $600,000. Wheeler has interest in LPTV W42AJ Washington. Cerry has interests in WLBK(AM)-WDEK(FM) De Kalb, Ill. **Buyer** is subsidiary of Attleboro Radio Association, and is headed by Eugene Lombardi, Peter H. Ottmar, James H. Ottmar and Barbara A. Botelho, and is licensee of WARA(AM) Attleboro, Mass. Attleboro Radio Association Inc. owns 48% of Inland Bay Cable TV Associates, operator of cable systems at Attleboro and Rehoboth, both Massachusetts. WWKX(FM) has urban contemporary format on 106.3 mhz with 1.5 kw and antenna 518 feef above average terrain.

WPAP-FM **Panama City, Fla.** □ Sold by Norman S. Drubner to Southern Broadcasting Co. for $1.9 million. Price includes $100,000 deposit and $1.8 million cash at closing. Station was acquired in May 1986. **Seller** has interest in WVGO(FM) Richmond, Va.; WJLQ(AM)-WCOA(FM) Pensacola, Fla.; KXYQ(AM)-KZRC(FM) Portland, Ore.; KIVA(AM) Santa Fe and KZRQ(FM) Albuquerque, both New Mexico. It is in process of selling KGRX(FM) Globe, Ariz. ("Changing Hands," April 2) for $2 million and KRGE(AM) Weslaco and

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TVB DOWNSHIFTS AD PROJECTIONS FOR 1990

The Television Bureau of Advertising has knocked almost $200 million off its 1990 projections for local advertising revenue for television stations. The TVB, which announced the revisions last week, also moderated its growth estimates for cable. The overall picture for TV advertising and total advertising is also bleaker than expected. On the plus side, ad revenue from national spot and national syndication (including Fox) is expected to grow at rates higher than expected.

The bureau lowered its original 1990 estimate for local ad revenue from $8,145,000,000 to $7,915,000,000, which is still a 3%-5% gain over 1989. Several group owners, in quarterly reports, said that local revenue growth was generally weak or nonexistent (BROADCASTING, July 30, 1990).

Categories that Joyella said are bringing down local ad revenue include automotive, banks and savings & loans and department stores. Said Joyella: "Those are three major spenders who are not growing as quickly as anticipated and who are suppressing the growth of local in general." Joyella said that he thought declining revenue from those three categories was more representative of the economy in general, not with advertising strength in particular.

According to Arbitron's Broadcast Advertiser Reports (BAR), auto and truck dealers in 1989 spent $321,401,900 on local television while clothing stores spent $143,583,600 and banks and savings and loan associations spent $197,298,900.

Spot advertising revenue, originally forecast at $7,795,000,000, a 5%-7% increase over 1989, has been upgraded to $7,870,000,000, a 6%-8% increase. Ad revenue for national syndication, was originally estimated at $1,495,000,000, a 15%-17% increase over 1989, has now been upgraded to $1,560,000,000, which is a 20%-22% increase.

The spot growth, Joyella said, is broad based, with sizable increases in spending coming from the food and food products sector, consumer services, travel and resort advertisers and over-the-counter drugs. Oil and gas spending was also up, but recent events in the Middle East may change that. Last year, according to BAR, food and food product advertisers spent $958,455,800 on national and regional spot; consumer services spent $380,267,800 and gas and oil spent $163,955,500.

Total television advertising, according to TVB's forecast, will be at $28,850,000,000, a 6%-8% increase over last year. The estimate, however, is lower than TVB's earlier projection of $29,030,000,000 for total TV revenue, a 7%-9% increase from the previous year. For total advertising including TV, radio, newspapers, magazines, direct mail and billboards, the TVB dropped its original estimate of $131,370,000,000 to $130,500,000,000, a 5.3% increase over total advertising for 1989. "Despite some sobering numbers coming out of competitive media," Joyella said, "television is very solid." -JF

Tracking 1990 TV Investments

	Original Estimate % change over 1989 (000,000)	*Revised Estimate % change over 1989 (000,000)*
Local	$8,145 + 6% - 8%	$7,195 + 3% - 5%
Spot	$7,795 + 5% - 7%	$7,870 + 6% - 8%
Network	$9,750 + 6% - 8%	$9,750 + 6% - 8%
*Nat'l Synd.	$1,495 + 15% - 17%	$1,560 + 20% - 22%
Cable	$1,845 + 20% - 22%	$1,755 + 14% - 16%
Total TV	$29,030 + 7% - 9%	$28,850? + 6% - 8%
Total Adv.	$131,370 + 6%	$130,500 + 5.3%
TV's share	22.1%	22.1%

*Includes Fox

Source: Television Bureau of Advertising

TCI SPELLS OUT LIBERTY SPIN-OFFS

Tele-Communications Inc. (TCI) identified for the first time last week which of its affiliated entities would be transferred to Liberty Media Corp., the proposed new company that will hold most of TCI's cable and programing investments. TCI President John Malone, addressing shareholders in an August 7 meeting in Denver, said that filings with the Securities and Exchange Commission regarding Liberty Media would be made shortly. The TCI president also voiced his displeasure with the current reregulation bills in both the house and the senate.

TCI investments that will be transferred to Liberty Media are, on the cable side, Lenfest Communications, TKR Cable Co., Intermedia Partners and Kansas City Cable Partners. TCI program investments to be transferred are The Discovery Channel, American Movie Classics, QVC and The Family Channel, but do not include TCI's interest in Turner Broadcasting System. There may be additional investments transferred to Liberty—Malone said that interest in 12 programing services and 18 cable services would be transferred. Other programing companies in which TCI has interest include QVC Network, Black Entertainment Television, Prime Time Tonight and Think Entertainment. TCI spokesman Bob Thomson would only say that the companies named by Malone may be a "complete list."

The 18 TCI-affiliated cable entities that will eventually be transferred serve about two million subscribers in 28 states under 1,130 franchises. TCI, Malone said, generally has a 50% or less investment interest in the cable and programing services spun off to Liberty Media. Some TCI stock will also be transferred to Liberty Media.

The TCI president said that the board of directors had not yet determined "the definitive structure of Liberty because there remain some few tax and valuation issues to be resolved, as well as third-party and regulatory consents." Malone said that most third-party consents have been obtained. Thomson would not say whose consent had not been obtained. Some of the transfer of interests will also require approval from lenders. Also, federal, state and local regulatory approval will be necessary for several of the investments. TCI said the transfer could take several months. Malone said he hoped for completion of the rights distribution by the end of the year, "but in any event by first quarter 1991."

■ **WOKX(AM) High Point, NC** (BAL900608EA; 1590 khz; 1 kw-D, 26 w-N)—Granted app. of assignment of license from Club Towers Broadcasting Inc. to Key Broadcasting Inc. for $135,000. Seller is headed by David J. Roddick, Barry McGee, David Miller, Thomas D. Simpson and Goy Green, and has no other broadcast interests. Buyer is headed by Joel T. Key, Emeruwa Rose and Faith O. Key, and has no other broadcast interests. Action July 25.

■ **KCRF-FM Lincoln City, OR** (BALH900606GX; 96.7 mhz; 610 w; ant. 670 ft.)—Granted app. of assignment of license from Thomas A. Huntsberger, trustee, to Oceanlake Broadcasting Co. for $305,000. Seller is trustee to bankrupt Matrix Media, which has interest in KBCH(AM) Lincoln City and KCYX(AM) McMinnville, both Oregon. Buyer is headed by Hal D. Fowler and Barbara M. Fowler, and has no other broadcast interests. Action July 25.

■ **KSOO(AM)-KPAT(FM) Sioux Falls, SD** (AM: BAL900612EA; 1140 khz; 10 kw-D, 5 kw-N; FM: BALH900612EB; 97.3 mhz; 60 kw; ant. 221 ft.)—Granted app. of assignment of license from KSOO Radio Inc. to T&J Broadcasting Inc. for $2.4 million. Seller is headed by Joseph and Sylvia Henkin, and has no other broadcast interests. Buyer is headed by Thomas E. Ingstad and Randy Holland, who have interest in KBMW(AM)-KLTA-FM Brechenridge, MN; KIT(AM)-KATS(FM) Yakima, WA; KXIC(AM)-KKRQ(FM) Iowa City, IA; KIMM(AM) Rapid City, SD; KFKA(AM)-KSQI-FM Greeley, CO, and KPXR-FM Anchorage, AK. Action July 25.

■ **WTWL(FM) McKinnon, TN** (BALH900518HL; 101.5 mhz; 790 w; ant. 607 ft.)—Granted app. of assignment of license from David Russell Ross to WJZM Inc. for $150,000. Seller has no other broadcast interests. Buyer is headed by Richard Albright, Dodson Gregory Guinn and Trent C. Knott, who also own WJZM(AM) Clarksville, TN. Action July 20.

■ **WSMT-AM-FM Sparta, TN** (AM: BAL900531GF; 1050 khz; 1 kw-D; FM: BALH900531GG; 105.5 mhz; 3 kw; ant. 35 ft.)—Granted app. of assignment of license from Austin-Thompson Broadcasting System Inc. to Heartland Broadcasting Inc. for $851,571. Seller is wholly owned subsidiary of and is headed by Billy L. Austin, Charles J. Thompson and W.G. Austin and has no other broadcast interests. Buyer is headed by Ralph D. Farley, M. Kyle Rice, Charles W. Davidson, Charles W. Davidson III and R. Dewitt Shelton, and has no other broadcast interests. Action July 23.

■ **KHFI(FM) Austin, TX** (BAPLH900501GP; 98.3 mhz; 1.3 kw; ant. 420 ft.)—Granted app. of assignment of license from Encore Communications Association Ltd. to Spur Austin Ltd. for $4,646,800 ("Changing Hands," May 7). Earlier sale of station to Westwood One for $19 million fell through. Seller is headed by Carl C. Brazell Jr. and wholly owns Metropolitan Broadcasting Corp. of Dallas, licensee of KRLD(AM) Dallas, KHOW(AM) Denver, KPKE Aquisition Corp., licensee of KSYY(FM) Denver, and Regency Broadcasting Co., licensee of KJOI(FM) Los Angeles. Command also wholly owns Metropolitan Broadcasting Corp. of Texas, licensee of Earth Station E7900 and holder of permit to deliver programs to foreign broadcast stations. Buyer is headed by Carl Hirsch and Robert F.X. Sillerman and recently purchased WMJI(FM) Cleveland and WYHY(FM) from Jacor Communications for $32 million ("Changing Hands," April 16). Action June 24.

■ **KXYL(AM)-KISJ(FM) Brownwood, TX** (AM: BAL900216EI; 1240 khz; 1 kw; FM: BALH900216EJ; 104.1 mhz; 74 kw; ant. 400 ft.)—Granted app. of assignment of license from Lewellyn Communications to Central Texas Communications Inc. for $17,000. Seller is headed by Charles Dick Harris, trustee, and has no other broadcast interests. Buyer is headed by Lynn Nabers, Mary Nabers, O.C. Jarvis and Marion Baugh, and has no other broadcast interests. Action July 23.

■ **KLEV(AM) Cleveland , TX** (BAL900611EA; 1410 khz; 1 kw-U)—Granted app. of assignment of license from Cleveland Broadcasting Co. to Carranza Broadcasting Co. for $355,000. Seller is headed by L. Giles Rusk and has no other broadcast interests. Buyer is headed by Joseph Carranza and has no other broadcast interests. Action July 31.

■ **KRAN(AM) Morton, TX** (BAL900201EA; 1280 khz; 500 w-D)—Granted app. of assignment of license from West Texas Broadcasting Inc. to David and Sherry Pike for $50,000. Seller is headed by Edward J. and Anne Couzens Jr. and has no other broadcast interests. Buyer has no other broadcast interests. Action July 31.

■ **KLVL(AM) Pasadena, TX** (BAL900511EC; 1480 khz; 1 kw-D, 500 w-N)—Granted app. of assignment of license from Angelena Vera Morales, executrix, to Angelena Vera Morales for no financial considerations. Seller is court appointed executrix of last will and testament of Felix H. Morales, her husband. Buyer is sole heir to licenses of KLVL(AM) Houston and KHFM(AM) San Antonio, both Texas. Action July 23.

■ **KFHM(AM) San Antonio, TX** (BAL900601EA; 1160 khz; 10 kw-D, 1 kw-N)—Granted app. of assignment of license from Angelina Vera Morales, executrix, to Hispanic Radio Broadcasters for $650,000 ("Changing Hands," June 11). Seller has interest in KLVL(AM) Pasadena, TX. Buyer is headed by Lincoln and Sylvia Dellar, husband and wife, and Gilberto Esquivel, and is licensee of KDIF(AM) Riverside, CA. Lincoln Dellar owns 100% of KPRL(AM)-KDDB-FM Paso Robles, CA. Action July 23.

■ **WKRE(FM) Exmore, VA** (BALH900517HT; 107.5 mhz; 50 kw; ant. 300 ft.)—Granted app. of assignment of license from Bay Star Communications Inc. to Gillen Broadcasting Inc. for $550,000. Seller is headed by Klein Leister, William E. Esham Sr., James D. Layton and Wayne Powell. Layton is general manager and Powell is operations manager of WKHI(FM) Ocean City. Buyer is headed by John P. Gillen, who is account executive at WKHI(FM) Ocean City, MD. Action July 20.

■ **WOAY(TV) Oak Hill-Beckley, WV** (BTCCT900209KF; ch. 4; 100 kw-V; 20 kw-A; ant. 740 ft.)—Dismissed app. of assignment of license from Helen G. Thomas to W. Russell Withers Jr. for $9 million. Seller has no other broadcast interests. Buyer is licensee of WMIX-AM-FM Mt. Vernon, IL; KAPE(AM)-KGMO(FM) Cape Girardeau, MO; KOKX-AM-FM Keokuk, IA; KREX-TV Grand Junction, KREY-TV Montrose, KREZ-TV Durango, and KREG-TV Glenwood Springs, all Colorado; and WDTV(TV) Weston, WV. Action July 31.

■ **KCSP-FM Casper, WY** (BALH900531HB; 106.9 mhz; 100 kw; ant. 1,833 ft.)—Granted app. of assignment of license from WEDR Inc. to Western Inspira-

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's[1]	TOTAL *
Commercial AM	4,979	247	5,226
Commercial FM	4,308	867	5,175
Educational FM	1,430	282	1,712
Total Radio	10,717	1,396	12,118
Commercial VHF TV	550	19	569
Commercial UHF TV	552	185	737
Educational VHF TV	124	4	128
Educational UHF TV	226	20	246
■ Total TV	1,452	233	1,680
VHF LPTV	300	205	505
UHF LPTV	457	1,508	1,965
■ Total LPTV	757	1,713	2,470
FM translators	1,849	290	2,139
VHF translators	2,732	116	2,848
UHF translators	2,223	401	2,624

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

Broadcasting Aug 20

Incorporating Broadcasting / Cable

59th Year 1990

RADIO / 40

May strongest month for ad billings, January weakest

TELEVISION / 35

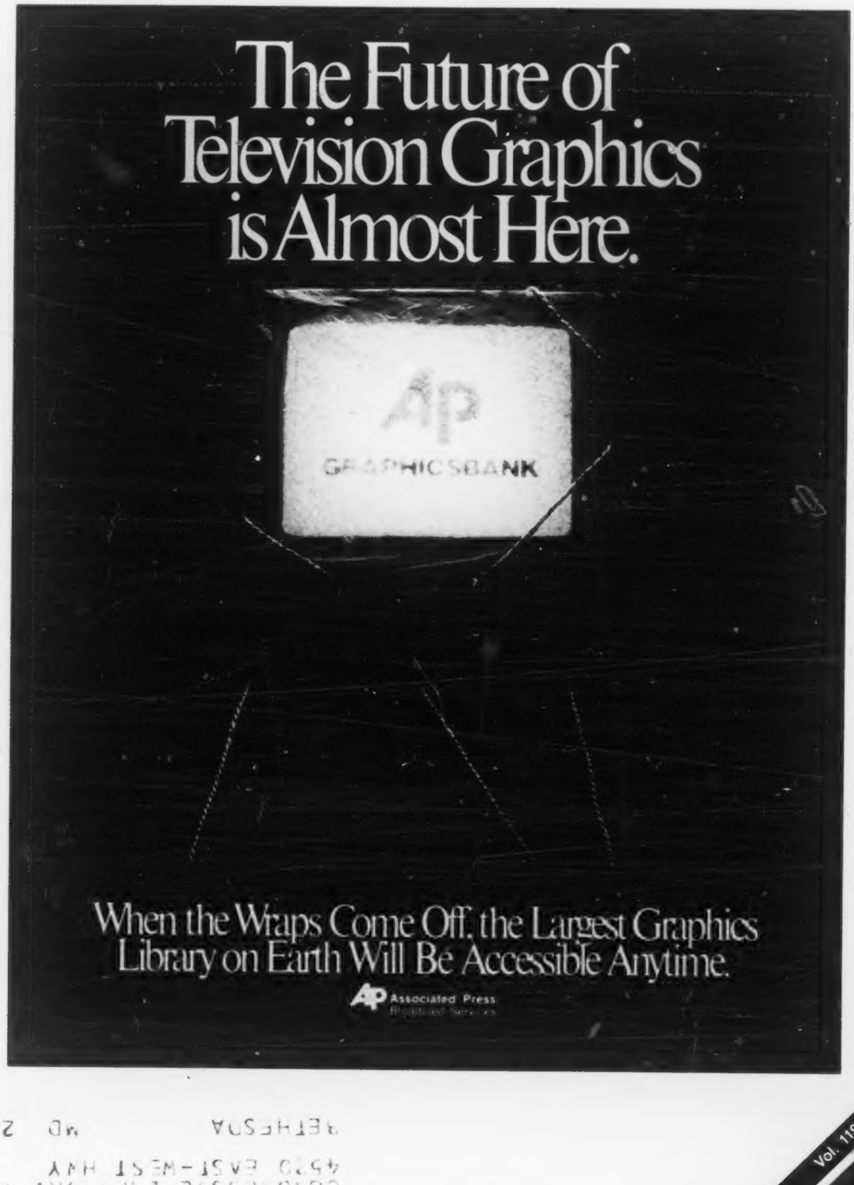
New York, New York: fall program lineups set in #1 market

CABLE / 46

Stagnant business climate could continue into 1991

BUSINESS / 50

NBC shares the poor with affiliates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Vol. 119 No. 8

An ambitious plan for PPV via DBS

THIS WEEK

27 / NEW DBS PLAYER

SkyPix is the latest entry in the satellite broadcasting game, joining Sky Cable, USSB and K Prime. With a launch planned for the first quarter of 1991, the Seattle startup company says it will offer up to 80 channels of service—40 to 50 PPV movie choices and packages of superstations and cable and cable-like programing services. The whole venture is made possible by a state-of-the-art video compression system, which can squeeze eight channels onto one satellite transponder. Retail price for a 22-36 inch dish: $699.

30 / WGA ON FIN-SYN

The Writers Guild of America's filing is the latest proposal to be submitted to the FCC regarding fin-syn rules evaluation. An element of the proposal that varies from others submitted has the WGA calling for maintaining present regulations, but allowing the networks to have passive profit participation in syndication revenue only from series produced by independent production companies. Writers of the filing say the proposal hits at the original intent of the rules—to foster independent production growth, thereby allowing for diversity of program supply.

29 / ABORTIVE ENTRY

Brian McCauley of SkyPix (page 27)

For a short period last week, Iraq allowed American TV journalists into the country to file uncensored reports. However, not every network was positioned to take advantage of the access. ABC had Ted Koppel in Baghdad; CBS had Dan Rather in place a day later. But neither NBC nor CNN had reporters on the scene by the time Iraq pulled the plug on feeds out of the country last Thursday.

32 / CHASING THE MEDIA

Virtually anonymous outside the media lanes of Washington, Hollywood and New York, Hartford, Conn.-based Chase Enterprises has an estimated value of half-a-billion dollars—much of that attributable to its expanding domestic and international reach in broadcasting and cable.

35 / VIEW FROM NEW YORK

Three New York independent TV stations are launching a total of six new programs in early fringe at the start of the 1990-91 season. By comparison, the three network flagship stations will start no new programs in early fringe and just one new program in prime time access.

36 / 'MR. PETE' READY TO TEST

Four half-hour episodes of *The Late Mr. Pete Show*, produced by GrantTribune Productions, get a green light for a September test on Tribune Broadcasting's Los Angeles independent, KTLA-TV. If all goes well, off-beat local cable access talk show personality Peter Chaconas could become a late night fixture on the station's lineup, Tribune Broadcasting O&O's or national syndication via a Tribune Entertainment distribution arm.

40 / THERE IS A SEASON

Los Angeles-based Miller, Kaplan, Arase & Co. releases figures on the seasonal flux of radio billings. May is the strongest month and January is the weakest in local and national billings.

42 / FOLLOWING SUIT

Following the lead of three other network radio companies, Westwood One has realigned its programing into four radio networks. The move, according to one Westwood executive, is an attempt to attract and hold advertisers looking for audience numbers comparable to those found in other media.

42 / REORGANIZED

RADAR 41 brings good news to network radio. ABC, Unistar, CBS, Westwood One and National Black Network all post listener increases. CBS Spectrum jumps to first place among all radio networks, with Unistar's Super Network in second.

45 / NAB LOOKING FOR DAB'S PLACE

NAB's executive committee has approved its new digital audio broadcasting task force's plan to commission a study of available spectrum for DAB implementation in the U.S.

46 / CONTINUED CLOUDINESS

Although a cable bill may be on the way this year, it may not relieve a great deal of the financial uncertainty over the cable industry. A chief reason is external business factors, which include HLT's and the general economy. But it also includes the numerous rulemakings that could come from the FCC and which wouldn't be concluded until well into next year. Brokers see continued softness, but MSO planners say the underlying business remains strong and next year's budgets will concentrate on customer service and won't shy away from rebuilds.

47 / PAY FOR PLAY

Host Communications, which provided several University of Tennessee college football games on PPV last year, plans to expand its schedule to several other schools in the Southeast.

50 / COMPENSATION CUTS

NBC has sent out notices of compensation cuts to TV station affiliates totalling almost $15 million.

52 / THIS BAN MAY NOT BE FOR YOU

Mormon church-owned KSL-TV Salt Lake City, a CBS affiliate, has decided to ban all beer and wine ads from its local programing. The station said it decided to do so because of the rise in accidents related to drinking and it wanted to "do what we could to reduce these problems...it became obvious that one small step we could take was to reduce the exposure of young and old alike to advertising messages designed to promote the consumption of alcoholic beverages." The station will continue to air beer and wine ads in its network programing.

Family owners of Chase Enterprises (page 32)

59 / OBSCENITY, INDECENCY COMPLAINT

The FCC's enforcement division has received a videotape copy of WGBH-TV Boston's July 31 news broadcast that included coverage of the controversial Robert Mapplethorpe photographs. The tape was sent along with an obscenity/indecency complaint signed by Donald Wildmon, executive director of the American Family Association.

60 / TV MARTI MAY BE INTERFERING

Association for Maximum Service Telecasters tells congressional leaders that a White House report does "not adequately address the likelihood of harmful interference" TV Marti may cause to neighboring Florida TV stations.

61 / HIT THE GROUND RUNNING

Italian entrepreneur Silvio Berlusconi appears to have struck gold with his Spanish channel, Telecinco. On the air since March, Telecinco is already averaging a 27 audience share in prime time and expects to close its first year on the air in the black.

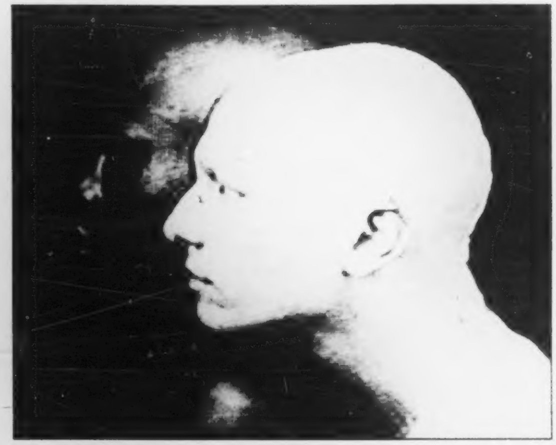
63 / PACIFIC RIM SHOT

At a time when domestic, regional and international satellite development in Europe is blossoming, Clay Whitehead is tapped to launch PanAmSat 3 satellite by 1994, connecting the U.S. with the Pacific Rim.

64 / LOSING INTEREST

A Times Mirror study shows younger Americans are less likely than older citizens to watch newscasts and read newspapers.

Robert Mapplethorpe's photo as shown on Boston station (page 59)



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RATINGS ROUNDUP

NBC won the week of August 6-12, for the network's 13th consecutive victory, with its 9.6 rating 18 share. ABC was second with a 9.3/18 and CBS third with 9.2/17. The combined prime time, three network share was 53, up three points from last week. Fox had a 5.1/10. NBC won Tuesday, Wednesday, Thursday and Saturday, CBS Monday and Sunday, and ABC Friday. ABC won the news race, with a 10.6/22 beating CBS's 9.3/19 and NBC's 8.9/19.

Week 46 **Aug. 6–Aug. 12**

1st column tells rank, 2nd column tells position compared to last week: ▼-Down in rank from last week, ▲-Up in rank from last week, ■-Premiere broadcast, 3rd column tells rating, 4th column tells network, 5th column tells show.

1		14.8/27	N	Cheers
2		14.7/33	C	60 Minutes
3		14.0/28	N	Unsolved Mysteries
4	▼	13.3/27	N	Empty Nest
4	▲	13.3/23	C	Murphy Brown
4	▼	13.3/23	A	Roseanne
7	▲	13.2/25	N	A Different World
7	▼	13.2/26	A	Amer. Funniest Videos
7	▲	13.2/22	C	Designing Women
10	▼	13.1/24	F	Simpsons
11	▲	13.0/27	N	Golden Girls
11	▼	13.0/22	F	Married...With Children
13	▼	12.6/26	N	Cosby
14	▲	12.3/21	A	Coach
14	▲	12.3/25	A	20/20
16	▲	12.0/21	N	Heat Of The Night
16		12.0/23	C	Top Cops
18	▲	11.9/22	A	Wonder Years
19	▲	11.7/20	F	In Living Color
19	▲	11.7/23	A	Who's the Boss?
21	▲	11.6/21	A	Tim Conway
22		11.4/25	A	Full House
23	▲	11.3/20	C	Face to Face w C. Chung
23	▲	11.3/20	N	Movie:Hiroshima
23		11.3/20	N	Real Life w J. Pauley
26	▲	11.2/20	C	Escape From Sobibor
27	▼	11.0/20	A	Movie:Your Eyes Only
27	■	11.0/22	A	New Attitude
29	▼	10.9/19	N	Grand
29	▲	10.9/22	A	Perfect Strangers
31	▲	10.8/23	A	Family Matters
31	▼	10.8/22	N	Hunter
31	▲	10.8/20	C	Jake and The Fatman
34		10.7/20	C	Major Dad
34	▼	10.7/20	N	Night Court
36	▼	10.6/20	C	Rescue: 911
37	▼	10.3/18	C	Movie:Out On The Edge
38	▼	10.2/19	N	Matlock
38		10.2/19	N	News Spec.:Expose
40	▲	10.0/18	A	Doogie Howser, M.D.
40	▲	10.0/19	A	Primetime Live
42	▼	9.8/18	N	Dear John
43	▼	9.7/18	A	Macgyver
44	▲	9.4/19	A	Growing Pains
44	▲	9.4/18	A	Head Of The Class
44		9.4/18	N	Quantum Leap
47	▼	9.3/18	C	Northern Exposure
48	▼	9.2/16	A	Movie:Kojak
48		9.2/17	C	Sydney
50	▼	8.9/18	A	Father Dowling
50	▲	8.9/16	A	Young Riders
52		8.7/16	A	New Attitude Spec.
53	▼	8.4/16	N	L.A. Law
54		8.3/18	N	13 East
55		8.2/17	A	Twin Peaks
56	▼	8.1/16	F	Amer. Most Wanted
57	▼	8.0/14	N	Two Grenvilles, Pt.1
58	▲	7.7/15	C	48 Hours
59	▲	7.3/15	N	Midnight Caller
59	▼	7.3/16	C	Primetime Pets
59	▼	7.3/13	A	thirtysomething
62		7.2/15	C	Candid Camera Spec.
63	▼	7.0/15	N	Amen
64	▲	6.8/12	C	Eddie Capra Mysteries
65		6.2/13	C	NFL Pre-Season Football
65		6.2/12	N	Shannon's Deal
67	▲	6.1/12	C	Newhart
68		5.9/11	A	Equal Justice
68	▲	5.9/13	A	Life Goes On
68		5.9/12	C	Mulberry Street
71	▲	5.8/13	C	Paradise
71		5.8/12	N	Quantum Leap
71	▼	5.8/13	A	Super Jeopardy!
74	▼	5.7/12	F	Cops
75	▼	5.5/10	F	Booker
76	▲	5.2/10	C	His & Hers
77	▲	5.0/10	N	Disney:Brand New Life
77	▲	5.0/10	C	Room For Romance
79	▼	4.7/10	A	China Beach
80		4.6/10	N	A Family For Joe
81	▼	4.5/10	A	Monopoly
82	▼	4.4/10	N	Ann Jillian
83	▲	4.2/8	C	Wish You Were Here
84	▼	3.9/7	F	21 Jump Stree.
85		3.5/8	F	Pure Insanity
86		3.4/8	F	Outsiders
87	▲	3.2/5	F	Alien Nation
88	▲	2.7/5	F	Tracey Ullman
89		2.5/4	F	I'm Home
90		2.1/4	F	21 Jump Street/Wed.
90	▲	2.1/4	F	Molloy

FREEZE FRAMES: Syndication Scorecard *

Week ended Aug. 5

Rank	Program (Syndicator)	Rtg	Stns	Covg
1	Wheel of Fortune, syn. (King World)	11.3	233	99
2	Jeopardy! (King World)	10.5	221	99
3	Star Trek: Next Generation (Paramount)	8.3	235	98
4	Oprah Winfrey (King World)	8.1	216	99
5	Current Affair(20th Century Fox TV)	7.5	196	98
6	Entertainment Tonight (Paramount)	7.2	181	96
7	Cosby Show (Viacom)	7.1	205	98
8	Wheel of Fortune, wknd. (King World)	6.8	211	93
9	Donahue (Multimedia)	5.8	230	99
10	Geraldo (Tribune)	5.3	190	98
11	People's Court (Warner Bros Domestic TV)	4.8	183	90
12	Star Search (TPE)	4.7	169	96
13	Sally Jessy Raphael (Multimedia)	4.6	175	95
14	Inside Edition (King World)	4.4	122	84
15	Chip 'N' Dale (Buena Vista)	4.3	178	96
15	Family Feud 2 (LBS)	4.3	132	82
15	Mama's Family-Syn (Warner Bros Dom TV)	4.3	179	91

* Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research.

CABLE

CABLE CLOUDS COULD REMAIN ANOTHER YEAR

General outside business climate, coupled with numerous FCC rulemakings even if a bill is passed, could keep cable in doldrums in 1991, despite ongoing financial results that show underlying business is sound

The cable industry is bracing for another year of financial uncertainty, as both political factors and external business climate continues to cast a pall over the business.

The underlying business remains strong, operators say, attested by the solid financial results MSO's are posting so far this year. And those analysts who follow cable closely on Wall St. are still largely sympathetic to the industry, even though stock prices for many MSO's are near their yearly lows.

But system sales remain virtually nonexistent, because of the uncertainty over HLT's, making it largely impossible to determine what a cable system is worth today. Tighter lending practices have also curbed operators' ability to borrow money for rebuilds and other major capital expenditures.

Many in the cable industry had hoped that if legislation was passed this year, much of the financial uncertainty would clear. But that no longer appears to be the case. Cable's hopes to be exempted from strict HLT requirements have yet to be realized, and external economic factors—the repercussions of the savings and loans crisis and events in the Middle East—are likely to add to cable's troubles as it relates to financing.

On top of the financial factors, there is concern that even if a bill is passed, the FCC will have upwards of a dozen rulemakings to decide the finer points of the law. Many of those points are major to cable operators, such as how much they can charge for broadcast basic tiers, and how much they can raise rates before it is considered abusive. Add to that cable's skepticism that the FCC doesn't have the resources to handle all the rulemakings it's been assigned, and it's easy to see why cable operators believe 1991 could be a repeat of 1990.

Andy Armstrong, president of Waller Capital, said he sees "at least another year of this kind of stagnant market" in cable system sales, largely because of the financial markets and the general economy. But he said even when the liquidity problems are solved, "there will be questions on the underlying value of the business," with DBS and the state of the business itself. Multiples have come down in the 10 to 11 times cash flow range, said Armstrong, and may only rise to the 11 range even if the financial picture clears. Systems will have to work harder to build cash flows before sales, he said.

Brian Deevy, president of Daniels & Associates, said: "We'd like to think there will be some relief from the financial community" if a bill passes. He pointed to the strong results MSO's have been producing in 1990, as cash flows are up. He feels that as that growth continues, some players will again look at acquisitions. "Once they get some comfort out of the [Wall] Street and Washington," he said, activity will pick up.

But overall the watchword is prudence, as most operators are taking "a wait and see" attitude towards Washington and the banks, he said. That means it is difficult to put a figure on system pricing, he said. Systems are trading at 10 and 11 times cash flow, he said, but what is "hard to figure out is the equity" needed in the deal.

J.C. Sparkman, executive vice president of Tele-Communications Inc., said "we have made no major acquisitions until we find out exactly what is the

CABLE MSO SECOND-QUARTER FINANCIAL REPORT

Figures are in millions (000) OCF-Operating cash flow

Company	*Second quarter 1990*						*Second quarter 1989*		
	Rev	%	OCF	%	Profit	%	Rev	OCF	Profits
TCI	$890,000	23%	$341,000	31%	($44,000)	-	$726,000	$271,000	($64,000)
ATC	$275,341	15%	126,000	19%	28,399	16%	240,072	105,600	24,457
Comcast	$163,655	21%	69,348	28%	(41,796)	-	134,962	54,043	(30,589)
CabSys	$141,180	13%	61,564	15%	(67,737)	-	125,411	53,000	24,098
Viacom	$81,371	11%	35,398	9%	18,155	22%	73,227	32,544	14,909

TCI said company's negative earnings were affected by purchases of SCI Holdings and Cooke properties, as well as UA-United merger. TCI said cable revenues are up 33% for first six months, primarily from acquisitions, but that 5%-6% of increase came from subscriber growth, and 4%-6% from rate increases. TCI said as of June 30, it had 8.3 million basic and 6 million pay subscribers, and 2.9 million basic and 2.4 million pay subscribers in its affiliates. TCI also said it had arranged $200 million long-term financing agreement for TCI Northeast from group of life insurance companies headed by Metropolitan Life. Proceeds will be used to repay floating rate bank debt.

Cablevision's 1989 earnings reflected one-time gain of $104.8 million related to 50% sale of Rainbow to NBC. Cablevision said net interest expense was $64.8 million in second quarter, increase of $6.6 million, but $16 million of that required no current cash outlays, thus operating cash flow covered net interest expense. Cablevision said it gained 32,000 subscribers in first half of 1990, representing annual growth rate of 5%.

Comcast said its losses were due to financing costs and noncash charges for depreciation and amortization associates with acquisitions.

value of cable." Because so few systems have changed hands, no one knows their value, he said. TCI has not stopped its line extension activity this year, he said, although some rebuild activity has slowed because of the uncertain financial picture.

Of all the FCC rulemakings that would be required, Sparkman said there is "no way to get them done in one year," because of the lack of FCC resources. And that, he said, will continue to cast a cloud over the industry. All this uncertainty has cost jobs at equipment manufacturers as well as lowered the personal wealth of cable stockholders, said Sparkman.

Mike Ritter, executive vice president, Continental Cablevision, agrees that the financial markets, more than anything, are drying up system sales, but that the regulatory cloud "adds to the low value and lack of real investor interest" in cable. If legislation is adopted it will help the industry's financial outlook, Ritter said, but it may take two or three years for the general business climate to improve substantially.

But that cloud shouldn't stop cable from spending money to improve operations, said Ritter. "We have to, for us and the industry, prepare ourselves for increasing competition" that is not effected by the HLT situation or Washington, he said. "The growing competitive nature is going to continue emerging," he said, and cable needs to position the business as competitive by expanding channel capcity, improving picture quality and doing more with fiber.

Although pay may be flat and basic growth slowing down, Ritter said their is plenty of growth in both categories. "We haven't done enough to reach seniors and [people with] the lower incomes," he said. The fallout from tiering "may be the ability to offer tiers that fit niches we have not penetrated," he said. "We've got to be better consumer marketers," Ritter said, in the face of growing competition.

Then there is the upside in ad sales, PPV and other revenue streams. Ritter said that if ad sales rise 30% each year (which they have over the past few years), it adds 2% to Continental's overall revenue growth.

Tom Baxter, president of Comcast Cable, said that while cable has attracted much attention in Washington, "on Main Street we continue to attract new customers, and we would expect that to continue."

Baxter said Comcast's planning cycle is longer than one year, so the uncertainty in Washington does not effect the company's long-term plans on rebuilds, etc. If cable issues don't get resolved this year, said Baxter, "our plan for 1991 is to continue to improve service and aggressively market basic and pay television." **—MS**

EXPANDING NICHE: COLLEGE FOOTBALL PPV

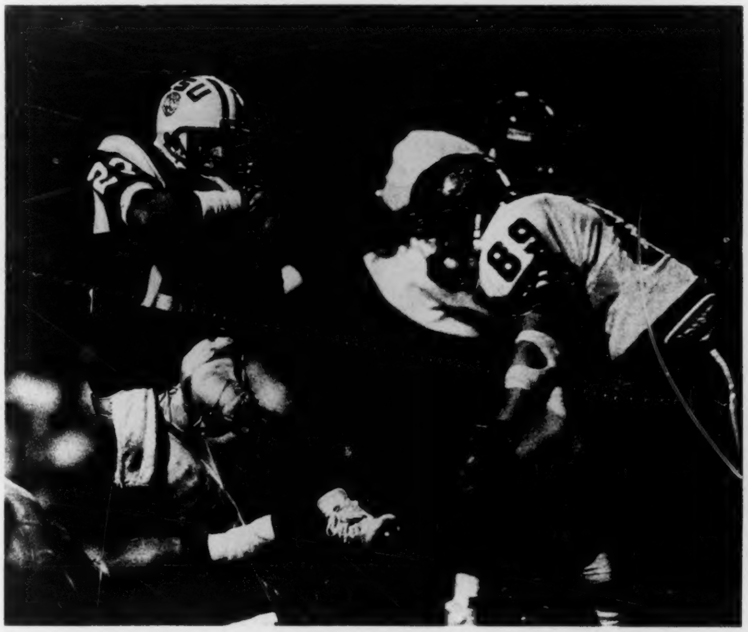
Host Communications, which last year inaugurated the availability of University of Tennessee football games on PPV, plans to expand the package to games of Kentucky, Georgia, Alabama and Auburn in 1990.

Although the number of games will increase, Host says PPV is "a niche business," and complements the existing radio, television and publishing rights contracts it has with universities. The games Host picks up are ones that have fallen through the cracks—those that are not a part of CFA and SEC contracts, and those that have not sold out. That means the games that will be on PPV will not be known for several weeks, maybe even not until several days before.

Last year, Host presented three Tennessee games on PPV. Mark Dyer, regional vice president for Host, said 13 cable systems serving 225,000 addressable subscribers in the state carried the games, which produced buy rates of between 2.8% and 3.9%. Games were priced at $24.95, rising to $29.95 on game day.

Dyer said Host made money on the package, but its approach is different from other PPV events. It makes no rights fees guarantee to the university, but Host incurs any loss, not the university. The company already has an infrastructure in place because of the radio-publishing deals.

Conversely, Host's scrambling costs are much the same as a national syndicator, said Dyer, although the cost is spread over a much smaller base. Add in the production costs, and Host approaches operators with a 60-40 split in favor of Host for a set number of buys to protect the company. If buy rates go above a certain level, the split reverts to 50-50. Cable operators, said Dyer, have



LSU's Tigervision

KSL-TV DROPS LOCAL BEER AND WINE ADS

Salt Lake City CBS affiliate owned by Mormon Church eliminates alcohol ads in programing it originates; station will continue to air such spots contained in network programing

It's the right beer now...but not now," a theme from a Coors Beer campaign, might as well be the new slogan for CBS affiliate KSL-TV Salt Lake City, which has decided to drop all alcohol ads in its local programing, but continue to air beer and wine spots in its network programing.

The station, licensed to Bonneville International Corp. and owned by the Mormon church, which also owns five AM's, seven FM's and one TV, announced last week that it would drop the beer and wine advertising because the station has been "deeply touched by a tragic rise in accidents and death among young people—the majority of those accidents were associated with drinking." KSL-TV, according to sources in the market, has also taken some heat from viewers about both programing and beer and wine spots from the 70% Mormon community of Salt Lake City. KSL-TV executive vice president and general manager, William Murdoch, said that he came to the conclusion that the station should "do what we could to reduce these problems, and it became obvious that one small step was to reduce the exposure of young and old alike to advertising messages designed to promote the consumption of alcoholic beverages."

That sort of thinking puts the station at odds with the National Association of Broadcasters and its president, Eddie Fritts, who as recently as a month ago told a House panel that there is no proven scientific link between alcohol advertising and alcohol abuse problems. The NAB has constantly supported the beer and wine industry in its fight against health and safety warnings for alcohol advertising in broadcasting. A spokesperson at the NAB, in repsonse to KSL-TV's decision, said that "it is just one station and does not represent a trend." Each station, the spokesperson said, makes a decision based on their local community.

> *KLS-TV has been "deeply touched by a tragic rise in accidents and death among young people—the majority of those accidents were associated with drinking."*

Steve Burrows, vice president, consumer affairs for Anheuser-Busch Co., the nation's largest brewer, told BROADCASTING that he hoped to meet Murdoch about the effect of beer and wine advertising. Burrows said that KSL-TV's decision was "mostly symbolic and does not take into account the vast amount of research and government review in what beer advertising does and does not do....There is no evidence that an ad ban leads to a reduction in alcohol abuse."

The fact that the station will still accept beer advertising from the network has some industry figures shaking their heads. One station manager in the Salt Lake City market told BROADCASTING that he thought that the station would be facing a "major conflict" by choosing to air some spots and not others. "If they don't go all the way [and] not air CBS spots," the manager said, "it's just lip service...what have they accomplished?"

With regards to eventually ridding KSL-TV of all beer and wine ads, CBS Network ads included, Murdoch said that "breaking a contractual agreement with CBS is not morally acceptable either." The KSL-TV head said that what his station has done is "send a message to the people of our community that we can do something without infringing on contractual rights...the spot business is all we can control."

Actually, a station may be able to remove any ads it finds unsuitable. According to CBS affiliate relations president Tony Malara, agreements like KSL-TV's include clauses that give the licensee the right to delete scenes, words or phrases which in their opinion are offensive or not suitable for the community they serve. If a station chooses to delete a network spot, the time can only be used for either a network promotion spot or a public service spot. The station also loses the ad revenue from the spot.

On the subject of lost revenue, the decision to drop the beer and wine spots by KSL-TV will cost the station anywhere from $300,000 to $500,000 annually, according to industry estimates. Murdoch said that he does not think that the station will ever be able to totally replace the revenue lost. -JF

POLITICAL ADVERTISING ON TELEVISION

Year	*Network*	*Spot/Local*	*Total*
1986†	459,300	161,184,000	161,643,300
1987‡	—	24,923,200	24,923,200
1988*	38,520,700	189,379,500	227,900,200
1989‡	—	51,538,600	51,538,600
1990†	500,000	230,000,000	230,500,000

† Congressional election year; 1/3 of Senate, all of House of Representives and 3/4 of state governors.
‡ Off election year; some local and county elections.
* Presidential election year; president, 1/3 of Senate, all of House of Representives and 1/4 of governors.
1990 figures are estimates

Political spending for the first half of 1990 is 33.8% ahead of the presidential election year of 1988, according to the Televison Bureau of Advertising. TVB said that if the pace keeps up, revenue for broadcasters from political advertising may reach $305 million, $75.5 million more than TVB had anticipated. TVB President Jim Joyella said that "while the first six months usually represents only 12% of the total, with the last quarter accounting for the majority (66%) of activity, we are optimistic that if spending continues at the current pace, our original projection will be easily met." The TVB numbers are provided by Arbitron.

CHANGING HANDS

This week's tabulation of station and system sales ($250,000 and above)

WIIB-TV Bloomington, Ind.; WBFF-TV Baltimore; WTTE-TV Columbus, Ohio, and WPTT-TV Pittsburgh □ Sold by Sinclair Broadcast Group to David D. Smith, Frederick G. Smith, Robert E. Smith and J. Duncan Smith for $14.215 million. Stock sale, total amount to be financed at 8.75% per year until May 31, 2005. WIIB went on air in Dec. 1988; WBFF went on air in April 1971; WTTE went on air in June 1984, and WPTT went on air in Sept. 1978. **Seller** is headed by Julian S. and Carolyn C. Smith, husband and wife and Robert L. Simmons, and are permittees of new TV in Omaha and WTTA(TV) St. Petersburg, Fla. Smiths are parents of Buyers. Simmons will retain his 17.5% interest in Sinclair. **Buyers** each own 6.8% of Sinclair Broadcast Group Inc. WIIB-TV is independent on channel 63 with 2,000 kw vis., 200 kw aur., and antenna 1,052 feet. WBFF-TV is Fox affiliate on channel 45 with 4,100 kw vis., 410 kw aur. and antenna 290 feet. WTTE-TV is Fox affiliate on channel 28 with 1,916 kw vis., 191.6 kw aur. and antenna 965 feet. WPTT-TV is independent channel 22 with 5,000 kw vis., 500 kw aur. and antenna 921 feet.

KLUR(FM) Wichita Falls, Tex. □ Sold by KLUR Broadcasting Co. to Broadbase Communications Inc. for $4.85 million. Station was acquired in July 1970. **Seller** is headed by Sam Beard, who will become vice president of Broadbase. **Buyer** is headed by Vincent Henry and has interest in WWSD(AM)-WFHT(FM) Tallahassee, Fla., and has contracted to purchase KEBE(AM) Tyler and KQOI(FM) Jacksonville, both Texas, for $3.25 million ("Changing Hands," Feb. 26); KDAE(AM) Sinton and KLTG(FM) Corpus Christi, both Texas, for $1,880,850 ("Changing Hands," Feb. 19), and KVOZ(AM)-KOYE(FM) Laredo, Tex., for $2.96 million ("Changing Hands," May 7). KLUR(FM) has C&W format on 99.9 mhz with 100 kw and antenna 820 feet. *Brokers: Norman Fischer of Norman Fischer & Associates and Charles Chandler Davis.*

KJEZ(FM) Poplar Bluff, Mo.□ Sold by K-W Broadcasting Inc. to ACI Broadcasting of Poplar Bluff Inc. for $900,000. Price includes $10,000 deposit, $690,000 cash at closing and $200,000 promissory note. **Seller** is headed by Truman J. and Robyn S. Walker, husband and wife. Truman Walker is president Walker Communications Inc., licensee of KLID(AM) Poplar Bluff, Mo. **Buyer** is headed by Vincent A. King, John W. Titus, William A. Pitney and John W. Perdue Jr., and has no other broadcast interests. KJEZ(FM) has adult contemporary format on 95.5 mhz with 100 kw and antenna 860 feet. *Broker: Thoben-Van Huss and Associates.*

PROPOSED STATION TRADES

By volume and number of sales

Last Week:
AM's □ **$1,491,000** □ **4**
FM's □ **$5,025,000** □ **7**
AM-FM's □ **$1,050,000** □ **2**
TV's □ **$14,215,000** □ **6**
Total □ **$21,781,000** □ **19**

Year to Date:
AM's □ **$77,011,077** □ **168**
FM's □ **$384,125,707** □ **167**
AM-FM's □ **$307,458,698** □ **154**
TV's □ **$653,974,400** □ **68**
Total □ **$1,444,351,882** □ **576**

For 1989 total see Feb. 5, 1990 BROADCASTING.

KOFI-AM-FM Kalispell, Mont.□ Sold by KOFI Inc. to Crown Glacier Association for $750,000. Price includes $300,000 noncompete agreement. Stations went on air in Nov. 1955 and June 1988, respectively. **Seller** is headed by William H. and Lois Patterson, husband and wife, and has no other broadcast interests. **Buyer** is headed by G. George and Iris A. Ostrom, Ronald J. and Katherine M. Hopkins, Douglas D. and Darlene P. Kohlbeck, and Curtis W. and Rolane Meyer. G. George Ostrom is currently news director of KOFI-AM-FM. KOFI has full service and soft contemporary format on 1180 khz with 50 kw day and 10 kw night. KOFI-FM has Top 40 format on 103.9 mhz with 3 kw and antenna 155 feet.

KPTO(AM) Citrus Heights, Calif. □ Sold by Kin Shaw Wong to Oro Spanish Broadcasting Co. for $650,000. Sale is for CP and real estate. Price includes $100,000 cash at closing, $100,000 cash in one year from closing and assumption of seller mortgage. **Seller** is Sacramento, Calif., businessman, and has no other broadcast interests. **Buyer** is headed by Rene De La Rosa, and has interest in KIQI(FM) San Francisco. KPTO(AM) will broadcast in stereo on 890 khz with 50 kw day and 1 kw night. *Broker: James Gammon of Gammon Media Brokers.*

KVEG(AM) North Las Vegas, Nev. □ Sold by Roberts Communications Corp. to Bel Air Communications Ltd. for $431,000. Price includes $25,000 deposit with balance due in cash at closing, and lease agreement for air time until FCC approval for $10,500 per month. Station went on air in 1986. **Seller** is headed by Yolanda Juarez Smith and Bernadett and Lillian Wegerly. **Buyer** is Los Angeles-based investment partnership headed by Richard and Barbara Griser, Mark Stone, Joav Gersten and Alan Ericksen, and has no other broadcast interests. KVEG(AM) broadcast in stereo with MOR format on 840 khz with 50 kw day and 25 kw Night.

WXVI(AM) Montgomery, Ala. □ Sold by RFB Radio of Montgomery Inc. to New South Communications Inc. for $300,000. Price includes $50,000 cash at closing and assumption of $250,000 debt. Station was acquired in Nov. 1980 for $400,000. **Seller** is headed by Robert F. Bell has no other broadcast interests. **Buyer** is headed by F.E. Holladay, Ann S. Holladay and Clay E. Holladay, and is licensee of WZHT-FM Troy, Ala., and KJLO-AM-FM Monroe, La. F.E. Holladay owns 50% of New South Broadcasting Corp., licensee of WALT(AM)-WOKK(FM) Meridian, Miss. WXVI(AM) has black format on 1600 khz with 5 kw day and 1 kw night.

WPRT(AM)-WXKZ(FM) Prestonsburg, Ky. □ Sold by Ed Walters Management Inc. to Jeffrey L. Meek and Arnold L. Meek for $300,000. Price includes $50,000 cash at closing, $40,000 promissory note at 10% payable in monthly installments of $528.60, and $210,000 assumption of debt. Stations were Acquired in Feb. 1987. **Seller** is headed by Ed Walters and has no other broadcast interests. **Buyers** are brothers. Jeffrey L. Meek is currently general manager of WPRT(AM)-WXKZ(FM). WPRT(AM) is daytimer with C&W format on 960 khz and 5 kw. WXKZ(FM) has CHR-AOR format on 105.5 mhz with 1.7 kw and antenna 390 feet.

KBNO(AM) Denver □ Sold by Latino Broadcasting Corp. to Colorado Communications Corp. for $250,000. Totasl is due in cash at closing. Station was acquired in Jan. 1986. **Seller** is headed by Paul D. Stuber, trustee, and has no other broadcast interests. **Buyer** is headed by Lee Ferrufino, Marc Hand, Frank Ponce and Kenneth Salazar. Hand is director of KUVO(FM) Denver. KBNO(AM) has spanish format on 1220 khz with 1 kw day and 17 watts night.

For other proposed and approved sales see "For the Record," page 67.

FOR THE RECORD

As compiled by BROADCASTING from Aug 8 through Aug 14 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge: alt.—alternate: ann.—announced: ant.—antenna: aur.—aural: aux.—auxiliary. ch.—channel: CH—critical hours.: chg.—change: CP—construction permit: D—day: DA—directional antenna: Doc.—Docket: ERP—effective radiated power: Freq—frequency: HAAT—height above average terrain: H&V—horizontal and vertical: khz—kilohertz: kw—kilowatts: lic.—license: m—meters: mhz—megahertz: mi.—miles: MP—modification permit: mod.—modification: N—night: pet. for recon.—petition for reconsideration: PSA—presunrise service authority: pwr.—power: RC—remote control: S-A—Scientific-Atlanta: SH—specified hours: SL—studio location: TL—transmitter location: trans.—transmitter: TPO—transmitter power output: U or unl.—unlimited hours: vis.—visual: w—watts: *—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. One meter equals 3.28 feet.

OWNERSHIP CHANGES

Applications

■ **KTVE(TV) El Dorado, AR** (BTCCT900725KJ; ch. 10; 316 kw-V; 63.1 kw-A; ant. 290 ft.)—Seeks assignment of license from Terry P. McKenna, executor, to GCC Holdings Inc. for no financial considerations (includes WALB[TV] Albany and WJHG[TV] Panama City, FL). Seller has no other broadcast interests. Buyer is headed by James H. Gray Jr., Richard D. Carson, G. William Speer, Lawrence E. Mock Jr. and Charles Moseley Jr., and has no other broadcast interests. Filed July 25.

■ **WJHG(TV) Panama City, FL** (BTCCT900725KI; ch. 7; 316 kw-V; 34 kw-A; ant. 870 ft.)—Seeks assignment of license from Terry P. McKenna, executor, to GCC Holdings Inc. for no financial considerations (includes WALB[TV] Albany and KTVE[TV] El Dorado, AR). Seller has no other broadcast interests. Buyer is headed by James H. Gray Jr., Richard D. Carson, G. William Speer, Lawrence E. Mock Jr. and Charles Moseley Jr. and has no other broadcast interests. Filed July 25.

■ **WBEZ(FM) Chicago, IL** (BALED900727HV; 91.5 mhz; 8.3 kw; ant. 1,180 ft.)—Seeks assignment of license from City of Chicago Board of Education to The WBEZ Alliance Inc. for no financial considerations. Seller is headed by James Compton and has no other broadcast interests. Buyer is headed by Allan Arlow, Carole R. Nolan, Robert Einberge Kay W. McCurd, V. Timothy Goodsel, Wendy Posner and D. John Ayers, and has no other broadcast interests. Filed July 27.

■ **WIIB-TV Bloomington, IN** (BTCCT900730KY; ch. 63; 2,000 kw-V; 200 kw-A; ant. 1,052 ft.)—Seeks assignment of license from Julian S. and Carolyn C. Smith to David D. Smith, Frederick G. Smith, Robert E. Smith and J. Duncan Smith for $14.215 million (includes WBFF-TV Baltimore, MD, WTTE-TV Columbus, OH, and WPTT-TV Pittsburgh, PA). Sellers are parents of buyers and own 72.6% of Sinclair Broadcast Group Inc., permittee of new TV in Omaha, NE, and WTTA(TV) St. Petersburg, FL. Buyers each own 6.8% of Sinclair Broadcast Group Inc. Filed July 30.

■ **KZEV(FM) Clear Lake, IA** (BTCH900801GJ; 103.1 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from Dianne E. Hensley to John Linder for $150,000. Seller has no other broadcast interests. Buyer has interest in River City Television Partners Ltd., licensee of KDNL(TV) St. Louis, MO, and KABB(TV) San Antonio, TX. Filed July 31.

■ **WPRT(AM)-WXKZ(FM) Prestonsburg, KY** (AM: BTC900723GE; FM: BTCH900723GF; 105.5 mhz; 1.7 kw; ant. 390 ft.)—Seeks assignment of license from Ed Walters Management Inc. to Jeffrey L. Meek and Arnold L. Meek for $300,000. Seller is headed by Ed Walters and has no other broadcast interests. Buyers have no other broadcast interests. Filed July 23.

■ **WBFF-TV Baltimore, MD** (BTCCT900730LA; ch. 45; 4,100 kw-V; 410 kw-A; ant. 290 ft.)—Seeks assignment of license from Julian S. and Carolyn C. Smith to David D. Smith, Frederick G. Smith, Robert E. Smith and J. Duncan Smith for $14.215 million (includes WTTE-TV Columbus, OH, WPTT-TV Pittsburgh, PA, and WIIB-TV Bloomington, IN). Sellers are parents of buyers and own 72.6% of Sinclair Broadcast Group Inc., permittee of new TV in Omaha, NE, and WTTA(TV) St. Petersburg, FL. Buyers each own 6.8% of Sinclair Broadcast Group Inc. Filed July 30.

■ **WUHQ(TV) Battle Creek, MI** (BALCT900731KF; ch. 41; 2,000 kw-V; 200 kw-A; ant. 1,076 ft.)—Seeks assignment of license from Channel 41 Inc. to Northstar Television of Battle Creek for $10 million ("Changing Hands," Aug. 13). Seller is headed by

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,979	247	5,226
Commercial FM	4,308	867	5,175
Educational FM	1,430	282	1,712
Total Radio	10,717	1,396	12,118
Commercial VHF TV	550	19	569
Commercial UHF TV	552	185	737
Educational VHF TV	124	4	128
Educational UHF TV	226	20	246
■ Total TV	1,452	233	1,680
VHF LPTV	300	205	505
UHF LPTV	457	1,508	1,965
■ Total LPTV	757	1,713	2,470
FM translators	1,849	290	2,139
VHF translators	2,732	116	2,848
UHF translators	2,223	401	2,624

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

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Bob Alvarez
Wendy Ross
John Summer
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WTOG 44 NEWS AT TEN
TAMPA BAY'S FIRST LATE NEWS, WEATHER AND SPORTS.
Represented Nationally By PETRY
A SUBSIDIARY OF HUBBARD BROADCASTING, INC.
HB INC

Vol. 119 No. 9

How profitable it is—or isn't—among the groups

Broadcasting ■ Aug 27

THIS WEEK

27 / SQUEEZE ON TV PROFITS FOR 1990

Until recently, TV station operating margins in 1990 were expected to hold their own against 1989. But flat local ad revenue and events in the Middle East are starting to cause securities analysts to lower their projections and encourage operators to try to keep costs one step behind revenue.

28 / BURKE OUT AT CBS NEWS

CBS News President David Burke, whose stern and tight-lipped management style was apparently his undoing at the network, was forced out last week. He has been replaced by long-time insider Eric Ober, most recently head of the CBS-owned TV stations division.

30 / IRAQNIPHOBIA

Network correspondents spent another busy and controverisal week in Iraq. By week's end ABC's Ted Koppel left Baghdad by choice, while CBS's Dan Rather was given the boot by the Iraqi government. Personality clashes were not limited to the Persian Gulf. Rather accused NBC News executive Steve Friedman of being the voice behind an anonymous quote poking fun at Rather's coverage. By week's end, CNN had gotten its first reporter into Baghdad and had aired the exchange between Iraqi president Saddam Hussein and western hostages in its entirety. Also in the news was Jesse Jackson, who has his own ambitions to interview Hussein in Iraq. One of the many questions left unanswered: Who would air such an interview.

ABC's Forrest Sawyer is working out of Amman, Jordan (page 30)

31 / FAVORING THE TELCOS?

According to National Association of Broadcasters President Eddie Fritts, the National Telecommunications and Information Administration, which is responsible for advising the White House on communications issues, has an unabashed bias in favor of the telephone industry.

32 / PD ROLE PLAYING

Are program directors an endangered species? In response to new marketplace realities, TV stations are redefining the role of the program director and the programing department nationwide. Some stations feel less need for a full time PD; others have merged them into a bigger unit comprising promotion, marketing, production and public affairs.

34 / HOW SWEET IT IS

After KRON-TV San Francisco declined to renew King World Productions' *Jeopardy!* and *Wheel of Fortune*, the company, in principle, sold the 1992-94 broadcast rights to KGO-TV there. An industry source said King World sweetened the deal for both nationally top-rated game shows by dropping the combined license fee.

35 / JAGGED EDGE

This year, more than any other, the television networks are staggering their new programing from August through at least October. NBC will unveil most of its new shows in August; CBS will roll out most of its schedule over the last three weeks of September, while holding at least three series until October. Fox begins its premiere plans on Labor Day weekend. Only ABC will premier all of its schedule during September.

36 / TOP 10 TROUBLES

With a surplus of incumbent game shows and reality-based magazine strips, station programers in the nation's top 10 markets surveyed by BROADCASTING were chary about allotting prized early fringe and prime access time periods to new syndicated programs. No. 1 New York provided only one access slot for a new game show, while No. 2 Los Angeles made three early fringe game show entries and one magazine strip insertion for access.

40 / AM SAVIOR?

Over the last five years, stations have tried—with varying degrees of success—to program anything that might boost AM audiences, from round-the-clock Elvis to game shows to talk radio. The resurgence of the last named on AM bodes well for national talk networks—if local resistance and regional differences don't pose too much of a challenge.

48 / HOW I SPENT MY SUMMER VACATION

Some cable operators and programers spent the summer rearranging contract provisions dealing with tiering of services. Despite any regulatory decisions from Washington, MSO's are requesting the changes, but programers are setting up contractual hurdles to make tiering unattractive.

50 / THE LAST TO LAUNCH

What appears to be the last major regional sports network launches on Wednesday (Aug. 29), when Turner Broadcasting and the MSO-owned SportSouth network appears on cable systems in the Southeast. Turner's Atlanta Braves and Hawks, Charlotte Hornets and local college football will be mainstays of the service.

51 / NOT SUITABLE FOR THE ENTIRE FAMILY

With the still lagging pay-per-view industry looking for a boost, adult and B-movie channels are providing cable operators with respectable buy rates without too much marketing effort.

53 / RULES FOR RECONSIDERATION

The FCC plans a study of the broadcasting marketplace that could lead to relaxation or elimination of some broadcast regulations. One question to be explored is what changes broadcast TV has undergone since the emergence of cable TV as a powerful player in the late 1970's. There have been a lot of changes since then, says Office of Plans and Policy Chief Bob Pepper, adding: "Broadcasters are single-channel providers in a multichannel world. That would be my starting point."

53 / COME SEPTEMBER

Cable reregulation, children's TV, campaign finance reform and spectrum fees are a sampling of the communications policy issues Congress faces when it returns next month.

55 / CLOSER LOOK AT ITALIAN BILL

Critics say Italy's legislation regulating the broadcast industry does not achieve its stated goals: to insure greater pluralism in broadcasting; to protect stations from market dominance by the state-funded RAI networks and entrepreneur Silvio Berlusconi's private channels, and to promote new media ownership.

58 / BED IS MADE

The Advanced Television Test Center has installed its RF test bed, a key piece of equipment invented for laboratory testing of high-definition television transmission systems.

See you in October: Dallas is among later bloomers (page 35)

60 / DAB DIFFERENCES

The National Association of Broadcasters was among those opposing a proposal by Satellite CD Radio Inc. to establish a service of 100 local and national digital audio broadcasting channels. But some broadcasters, including Hubbard Broadcasting, favored the proposal's call for satellite-delivered, compact disk-quality radio.

61 / HARD TO CLOSE

In the last 12 months, literally dozens of station sales have failed to close. BROADCASTING looks at some of the yet to close deals and what part the current economic climate has played in the delay. It certainly is not a seller's market right now, but that does not mean that the buyers are having a field day.

A look at delayed station sales (page 61)

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TOP OF THE WEEK

TV STATION GROUP OPERATING MARGINS

	1987	1988	1989	1990*
	(All figures are percentages)			
A.H. Belo	45.4	42.1	42.2	42.2
Capital Cities/ABC	53.0	54.9	54.5	54.0
Gannett	30.8	29.0	27.2	25.6
Multimedia	33.3	35.9	36.3	34.0
McGraw-Hill	NA	31.2	32.9	33.0
Pulitzer	35.1	34.6	32	29.3
Scripps-Howard	36.3	34.2	34.1	35.4
Times Mirror	59.5	56.8	47.1	44.3
Washington Post	45.6	40.2	44.0	41.1

TV station group operating margins represent group revenue divided into group profit or cash flow, which are estimates by analysts at Donaldson Lufkin & Jenrette and elsewhere. Methods of calculating margins may vary, thus comparisons between station groups are difficult. Margins in some cases may have been affected by changes in the composition of the station group from year to year. Most margins in the chart reflect only television operations, those of Multimedia, Gannett, Pulitzer and Scripps Howard include a minor portion of radio operations. *1990 figures are estimates. NA—not available

HOLDING THE LINE ON TV PROFITS IN 1990

Investors in process of revising TV station margins downward; operators trying to keep costs one step ahead of revenue

Until recently TV station operating margins in 1990 were not projected to be down much compared to last year. But flat local advertising revenue and recent events in the Middle East are starting to cause securities analysts to lower their projections. However, those general concerns apply less to station groups weighted toward independent television, to oil patch markets or, in some cases, to the West Coast.

It is the revenue side of the margin equation with which analysts are most concerned. The cost side has been, and continues to be, watched carefully by most broadcasters, many of whom learned their lesson the hard way over the past few years. One group operator said that roughly 40 staffers were laid off last year in anticipation of slow revenue growth, with the cutbacks coming primarily at the corporate level and at news departments. Other layoffs and cutbacks are occasionally being made public.

The decline of TV advertising by automobile manufacturers and dealers in the first half, according to the Television Bureauu of Advertising, would alone account for a cut of roughly three-quarters of a million dollars in revenue, on average, per station. Banks and department stores have also cut back, according to TVB, paring their advertising spending by 18% and 14%, respectively. Such news, already reflected in the second-quarter earnings results of group owners (BROADCASTING, July 30) is causing some securities analysts to tear up earlier projections while awaiting further clues to the economy's direction.

Michael Kupinski, media analyst at St. Louis-based A.G. Edwards said: "We are going through a number of revisions right now. We were anticipating a little bit of a pop in advertising but haven't seen it pick up." John Reidy, at Smith Barney Harris Upham & Co., said: "I think margin projections are likely to be revised downward." Added another analyst: "Our models were done two or three months ago. I think there would be a less rosy outlook today."

Some companies, including both Capital Cities/ABC and CBS, have indicated they expected matters to get worse before they get better. Those expectations are also likely to be reflected in the operating budgets for 1991, which are just now in the early stages of being put together.

Among the publicly-held group owners, few are looking at sharp margin reductions, although analysts at Donaldson Lufkin & Jenrette and some other firms think that affiliate TV groups such as Washington Post Co., Times Mirror or Pulitzer, might see margin contractions of several percentage points. Scripps-Howard's margins are expected to improve due to better performances by its Fox TV affiliates. A.H. Belo's stations should also improve, reflecting the relative improvement in the Texas economy. -GF

RATINGS ROUNDUP

NBC once again took first place in the prime time ratings race last week, Aug. 13-19, with CBS finishing second and ABC third. NBC averaged a 9.7 rating and 19 share, while CBS averaged a 9.2/18 and ABC a 8.9/17. The three networks totaled a 54 share, up from previous summer weeks but down five share points from the same week last year.

Week 47 **Aug. 13–Aug. 19**

1st column tells rank, 2nd column tells position compared to last week: ▼-Down in rank from last week, ▲-Up in rank from last week, ■-Premiere broadcast, 3rd column tells rating, 4th column tells network, 5th column tells show.

1	▲	15.8/33	C	60 Minutes
2	▼	15.1/29	N	Cheers
2	▲	15.1/27	A	Roseanne
4	▲	13.7/24	F	Simpsons
5	▲	13.6/23	C	Designing Women
6	▼	13.4/28	N	Empty Nest
7		13.0/24	A	Amer. Funniest Videos
8	▲	12.8/22	A	Coach
8	▲	12.8/22	F	Married...With Children
10	▼	12.6/22	C	Murphy Brown
10	▼	12.6/24	N	Unsolved Mysteries
12	▲	12.6/26	N	Cosby
12		12.5/23	N	News Spec.:Cutting Edge
14	▼	12.2/24	N	A Different World
14	▲	12.2/21	N	Heat Of The Night
14		12.2/22	C	Murder, She Wrote
14	▲	12.2/22	A	Wonder Years
18	▲	12.1/22	N	Grand
19	▼	12.0/25	N	Golden Girls
20	▲	11.9/22	C	Major Dad
20	▼	11.9/25	A	20/20
22	▲	11.5/20	N	Two Grenvilles, Pt.2
22	▼	11.5/22	A	Who's the Boss?
24	▲	11.4/21	N	Night Court
25	▲	11.3/28	C	Movie:Naked Lie
25	▲	11.3/22	A	Head Of The Class
25	▼	11.3/19	F	In Living Color
28		11.0/23	N	Carol & Company
28	▼	11.0/24	A	Full House
30	▲	10.9/20	N	Matlock
31		10.8/20	N	Matlock/Mon.
32	▲	10.7/20	A	Doogie Howser, M.D.
32	▼	10.7/22	A	Perfect Strangers
34	▲	10.6/22	A	Growing Pains
34	▲	10.6/20	C	Rescue: 911
36	▼	10.4/22	A	Family Matters
37	▼	10.2/18	A	Movie:Columbo
37	▼	10.2/18	A	Tim Conway
39	▲	10.1/20	N	Dear John
39	▼	10.1/18	C	Face to Face w C. Chung
41	▲	10.0/19	C	Northern Exposure
42		9.9/19	C	48 Hours-Wed.
43	▼	9.8/20	A	New Attitude
44	▲	9.4/18	N	L.A. Law
45	▼	9.3/17	C	Movie: L. Geter Story
45	▼	9.3/17	C	Jake and The Fatman
45	▼	9.3/16	C	Movie:Combat Boots
48		9.0/16	C	Wish You Were Here
49	▲	8.7/16	F	Amer. Most Wanted
50		8.6/16	A	NFL Pre-Season Football
50	▼	8.6/17	A	Primetime Live
52	▲	8.2/17	C	48 Hours
53		8.1/15	A	Anything But Love
54		7.7/16	C	Candid Camera Spec.
55		7.5/15	A	Ladies On Sweet Street
56	▲	7.4/14	C	Eddie Capra Mysteries
56	▲	7.4/14	A	thirtysomething
56	▼	7.4/14	A	Young Riders
59	▼	7.3/16	C	Primetime Pets
60	▲	7.1/14	A	Equal Justice
60		7.1/15	C	Trenchcoat/Paradise
62	▼	6.9/15	N	13 East
63	▲	6.7/14	F	Cops
63	▼	6.7/14	A	Twin Peaks
65	▼	6.4/15	N	Amen
66		6.3/13	C	Newhart
67		6.2/13	A	Life Goes On
68		6.1/12	C	Steel Magnolias
69	▲	5.9/14	C	Paradise
69		5.9/14	A	Super Jeopardy!
71	▼	5.7/12	N	Midnight Caller
71		5.7/12	C	Piece Of Cake
71		5.7/13	F	Totally Hidden Video
74	▲	5.3/11	C	Room For Romance
75	▼	5.2/11	N	Shannon's Deal
76	▲	5.1/10	N	A Family For Joe
76		5.1/9	N	Baywatch Spec.
78	▼	4.9/9	F	Booker
79	▲	4.7/10	N	Ann Jillian
79	▼	4.7/9	C	His & Hers
79	▼	4.7/10	N	Quantum Leap
82	▼	4.2/9	A	Monopoly
83	▲	4.1/9	F	Outsiders
83		4.1/8	F	21 Jump Street
85	▼	4.0/8	A	China Beach
86		3.8/6	F	Alien Nation
87		2.9/6	F	Tracey Ullman Show
88		2.7/5	F	Ghostwriter
89		2.3/5	F	21 Jump Street-Wed.
89		2.3/4	F	Molloy

FREEZE FRAMES: Syndication Scorecard * **Week ended Aug. 12**

Rank	Program (Syndicator)	Rtg	Stns	Covg
1	Wheel of Fortune, syn. (King World)	11.2	232	99
2	Jeopardy! (King World)	10.3	220	99
3	Star Trek: Next Generation (Paramount)	8.3	234	98
4	Current Affair(20th Century Fox TV)	8.0	196	98
5	Cosby Show (Viacom)	7.9	205	98
6	Oprah Winfrey (King World)	7.8	217	99
7	Entertainment Tonight (Paramount)	7.2	181	96
8	Wheel of Fortune, wknd. (King World)	6.7	204	90
9	Donahue (Multimedia)	5.7	229	99
10	Geraldo (Tribune)	5.2	190	98
11	People's Court (Warner Bros Domestic TV)	5.1	182	90
12	Mama's Family-Syn (Warner Bros Dom TV)	5.0	177	91
13	Chip 'N' Dale (Buena Vista TV)	4.9	179	96
13	Inside Edition (King World)	4.9	122	84
15	Ducktales (Buena Vista)	4.6	194	95
15	Lifestyles Rich & Famous (TPE)	4.6	154	89

* Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research.

CHANGING HANDS

This week's tabulation of station and system sales ($250,000 and above)

KTVE(TV) **El Dorado, Ark.,** WJHG(TV) **Panama City, Fla., and** WALB-TV **Albany, Ga.** □ Sold by Terry P. McKenna, executor, to GCC Holdings Inc. for $41,242,500. Sale is for 51.7% of company. Price is for 253,800 shares at $165,800 each. **Seller** is executor of estate of James H. Gray Sr. **Buyer** is headed by James H. Gray Jr. (son), Richard D. Carson, G. William Speer, Lawrence E. Mock Jr. and Charles Moseley Jr., and has interest in KTVE(TV), WJHG(TV) and WALB-TV. KTVE is NBC affiliate on ch. 10 with 316 kw vis., 63.1 kw aur., and antenna 290 feet. WJHG is NBC affiliate on ch. 7 with 316 kw vis., 34 kw aur., and antenna 870 feet. WALB-TV is NBC affiliate on ch. 10 with 316 kw vis., 31.6 kw aur., and antenna 964 feet.

WTTO(TV) **Birmingham, Ala., and** WCGV(TV) **Milwaukee** □ Sold by HR Broadcasting Corp. of Milwaukee to ABRY Television Ltd. for $37 million. Total is due in cash at closing. Stations were acquired in July 1986 for $30.5 million. **Seller** is headed by Albert P. Krivin, Robin French, Robert Furlong and Hal Gaber. **Buyer** is headed by W. Mitt Romney, Joshua Bekenstein and Royce Yudkoff, and has interest in WNUV-TV Baltimore, and KZKC(TV) Kansas City, Mo. WTTO is independent on ch. 21 with 1,042 kw vis., 104 kw aur., and antenna 1,342 feet. WCGV is Fox affiliate on ch. 24 with 3,000 kw vis., 300 kw aur., and antenna 1,069 feet.

WKQD(FM) **Tullahoma, Tenn.** □ Sold by Fortune Media Communications Inc. to Camellia Broadcasters Inc. for $3.6 million. Total is due in cash at closing and includes $400,000 noncompete covenant. Station was acquired in July 1988 for $150,000. **Seller** is headed by Larry W. Latham, Charles Reidhead and G. Douglas Young, and has no other broadcast interests. **Buyer** is headed by R. Parker and Virginia Griffith, husband and wife, and Thomas H. Griffith, brother. R. Parker Griffith has interest in WTAK(AM) Huntsville, Ala. WKQD has adult contemporay format on 93.3 mhz with 100 kw and antenna 995 feet.

KKAA(AM)-KQAA(FM) **Aberdeen, S.D.** □ Sold by T&J Broadcasting Inc. to CD Broadcasting Corp. for $850,000. Price includes $10,000 deposit, $590,000 cash at closing and $250,000 noncompete covenant payable over five years. Stations were acquired in July 1988. **Seller** is headed by Thomas E. Ingstad and has interest in KBMW(AM)-KLTA(FM) Breckinridge, Minn.; KIT(AM)-KATS(FM) Yakima, Wash.; KPXR(AM) Anchorage, Alaska; KXIC(AM)-KKRQ(FM) Iowa City; KIMM(AM)-KGGG(FM) Rapid City, S.D., and KFKA(AM)-KSQI(FM) Greeley, Colo. T&J Broadcasting is selling KBMW(AM) Breckinridge, Minn. **Buyer** is headed by Christopher T. Dahl, Russell Cowles II, Richard W. Perkins, Lance W. Riley and Mel Paradis, and has interest in KRRZ(AM)-KZPR(FM) Minot and KJJQ(AM)-KKQQ(FM) Volga, both South Dakota, and KKBJ(AM)-KKBJ(FM) Bemidji, KLG(AM)-KLBR(FM) Redwood Falls and KQHT-FM Crookston, all Minnesota. KKAA has country and western format on 1560 khz with 10 kw day and 5 kw night. KQAA has adult contemporary format on 94.9 mhz with 100 kw and antenna 1,383 feet. *Broker: Johnson Communication Properties Inc.*

For other proposed and approved sales see "For the Record," page 68.

PROPOSED STATION TRADES

By volume and number of sales

Last Week:		
AM's	$1,260,000	5
FM's	$5,763,280	4
AM-FM's	$850,000	3
TV's	$78,242,500	5
Total	$86,115,780	16
Year to Date:		
AM's	$78,271,077	173
FM's	$389,888,987	171
AM-FM's	$308,308,698	157
TV's	$732,216,900	73
Total	$1,530,467,660	592

For 1989 total see Feb. 5, 1990 BROADCASTING.

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■ **WMCF(TV) Montgomery, AL** (BALCT900518KN; ch. 45; 600 kw-V; 60 kw-A; ant. 1,010 ft.)—Granted app. of assignment of license from Word of God Fellowship Inc. to Sonlight Broadcasting System Inc. for $1.1 million. Seller is headed by Clyde Price and has no other broadcast interests. Buyer is headed by Paul F. Crouch Jr., George V. Turner, Jay Alan Sekulow, Stuart J. Roth and Jonathan Johnsen, and is licensee of WMPV-TV Mobile, AL; has CP for WBUY-TV Holly Springs, MS, and holds CP for WPGD-TV Hendersonville, TN. Action Aug. 8.

■ **WPSO(AM) New Port Richey, FL** (BAL900615EA; 1500 khz; 250 w-D)—Granted app. of assignment of license from Ceresoli Communications Inc. to Lowrey Communications Inc. for $354,010. Seller is headed by Anthony D. Ceresoli and Anthony and Anna M. Ceresoli Jr., husband and wife, and has no other broadcast interests. Buyer is headed by Thad M. Lowrey, Barbara Lowrey and Sam Y. Allgood Jr., and has no other broadcast interests. Action Aug. 7.

■ **WPFM(FM) Panama City, FL** (BALH900307GJ; 107.9 mhz; 100 kw; ant. 840 ft.)—Granted app. of assignment of license from from Culpepper Communications Inc. to Broad Based Communications Inc. for $3.5 million ("Changing Hands," March 19). Seller is headed by John C. Culpepper and Barry Turner and has no other broadcast interests. Buyer is headed by Vincent Henry, who is son of group owner Ragan Henry, is officer and shareholder of Ragan Henry Broadcast Group Inc. Action Aug. 9.

■ **WGHC(AM) Clayton, GA** (BTC900523EA; 1370 khz; 2.5 kw-D)—Granted app. of assignment of license from Turner-Rabun Radio Inc. to Richard J. Turner Jr. for no financial considerastions. Seller is headed by Richard J. and Sylvia Turner Sr., husband and wife, and has interest in WGHC(AM) Clayton, GA. Buyer is son Richard J. and Sylvia Turner Sr., and has no other broadcast interests. Action Aug. 7.

■ **WJGA(FM) Jackson, GA** (BTCH900518HN; 92.1 mhz; 2.15 kw; ant. 374 ft.)—Granted app. of assignment of license from Tarkenton Broadcasting Co. to Donald W. Earnhart for $600,000. Seller is headed by Dallas M. Tarkenton and Donald W. Earnhart. Tarkenton has interest in Carroll County Media, licensee of WBTR-FM Carrolton, GA. Buyer has no other broadcast interests. Action Aug. 31.

■ **KLSS(AM) Mason City, IA** (BAL900625EG; 1010 khz; 1 kw-D, 15.8 kw-N)—Granted app. of assignment of license from River City Broadcasting inc. to University of Northern Iowa for no financial considerations. Seller is headed by Paul C. Hedberg, who has interest in Music City Broadcasting Inc., licensee of KLSS(FM) Mason City, IA. Buyer is headed by Constantine Curri, Nancy Marlin and Doug Vernier, and is licensee of KUNI-FM Cedar Falls, KHKE-FM Cedar Falls, KUNY-FM Mason City, all Iowa; and translator stations K233AA Davenport, K252BC Dubuque, K274AA Eldridge and K214BA Mason City, all Iowa. Action Aug. 10.

■ **KRIB(AM) Mason City, IA** (BAL900430EG; 1490 khz; 1 kw-U)—Granted app. of assignment of license from Chesterman Co. to River City Broadcasting Inc. for $250,000. Seller is headed by Russell C. and Edward R. Boyd, and has no other broadcast interests. Buyer is headed by Paul C. Hedberg, Mark P. Hedberg and Juliet A. Hedberg, and is licensee of KLSS(AM) Mason City, IA. Paul C. Hedberg owns 100% of Music Man Broadcasting Inc., licensee of KLSS-FM Mason City, IA; owns 95% of Faribault County Broadcasting Co., licensee of KEEZ-FM Mankato, MN; owns 16% of Western Minnesota Broadcasting Co., licensee of KMRS(AM)-KKOK(FM) Morris, MN, and 60% of Campus Radio Co., licensee of KUOO-FM Spirit Lake, IA. Action Aug. 10.

■ **KVKI-AM-FM Shreveport, LA** (AM: BAL900625ED; 1550 khz; 10 kw-D, 500 w-N; FM: BALH900625EE; 96.5 mhz; 100 kw; ant. 1,000 ft.)—Granted app. of assignment of license from Encore Communications Associates to Progressive United Corp. for $1.5 million. Seller is headed by George Duncan and Robert J. Smith and has interest in KBFM(FM) Edinburg and KHFI-FM Austin, both Texas, and KZOU-AM-FM Little Rock, AR. Buyer is headed by William R. Fry, Linda S. Carmichael, Angelo R. Marra, Anthony J. Marra, Sidney Mishkin and Lawrence T. Kennedy Jr., and has no other broadcast interests. Action Aug. 10.

■ **KXLT(TV) Rochester, MN** (BALCT900430KI; ch. 47; 107.2 kw-V; ant. 1,470 ft.)—Granted app. of assignment of license from Halcomm Inc. to KXLI Acquisition Corp. for assumption of debt. Deal includes KXLI(TV) St. Cloud, MN. Seller is headed by Dale W. Lang, who has 40% interest in Halcomm Buyer is headed by Dale W. Lang. Lang owns 100 of KXLI Acquisition Corp., and is licensee of KXLI(TV) St. Cloud, KXLT-TV Rochester, MN. KXLI(TV) and KXLT(TV) have been dark, with authority, since December 15, 1988. Action Aug. 7.

■ **KXLI(TV) St. Cloud, MN** (BALCT900430KH; ch. 41; 107.2 kw-V; ant. 1,470 ft.)—Granted app. of assignment of license from Halcomm Inc. to KXLI Acquisition Corp. for ssumption of debt. Sale includes KXLT-TV Rochester, MN (see above). Seller is headed by Dale W. Lang. Buyer is headed by Dale W. Lang and Richard P. Latora. Action Aug. 7.

■ **WBTB(AM) Beaufort and WZYC(FM) Newport, both North Carolina** (AM: BTC900315EG; 1400 khz; 1 kw; FM: BTCH900315EH; 103. 3 mhz; 100 kw; ant. 140 ft.)—Granted app. of assignment of license from BD Communications Inc. to Brown Distributing Co. for $425,000. Seller is subsidiary of Brown Distributing Co., and is headed by Jacob Brown and Philip Goldman. Goldman has interest in Edens Broadcasting Inc., licensee of KOY-AM-FM Phoenix; WRBQ(AM) St. Petersburg and WRBQ(FM) Tampa, both Florida; WRVA(AM)-WRVQ(FM) Richmond and WWDE(FM) Hampton, both Virginia, and KKLQ-AM-FM San Diego. Buyer is headed by Larry E. and Betty Brown, husband and wife. Larry Brown is son of Jacob Brown. Don Shaver, Robert Brooks, Thomas D. Wright, Dominic D'Angelo V and Larry Vaughn, are officers in BD Communications Inc. ("BD"), licensee of WZYC-FM Newport, NC. Action Aug. 9.

■ **KTRT(AM) Claremore, OK** (BAL900405EG; 1270 khz; 1 kw-D, 26 w-N)—Granted app. of assignment of license from Harmon Kiefer Curlee to Oklahoma Sports Properties Inc. for $71,000. Seller has no other broadcast interests. Buyer is headed by Fred M. Weinberg and has no other broadcast interests. Action Aug. 6.

■ **KKBS(FM) Guymon, OK** (BALH900221GJ; 92.7

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's[1]	TOTAL *
Commercial AM	4,979	247	5,226
Commercial FM	4,308	867	5,175
Educational FM	1,430	282	1,712
Total Radio	10,717	1,396	12,118
Commercial VHF TV	550	19	569
Commercial UHF TV	552	185	737
Educational VHF TV	124	4	128
Educational UHF TV	226	20	246
■ Total TV	1,452	233	1,680
VHF LPTV	300	205	505
UHF LPTV	457	1,508	1,965
■ Total LPTV	757	1,713	2,470
FM translators	1,849	290	2,139
VHF translators	2,732	116	2,848
UHF translators	2,223	401	2,624

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

Broadcasting ϟ Sep 3

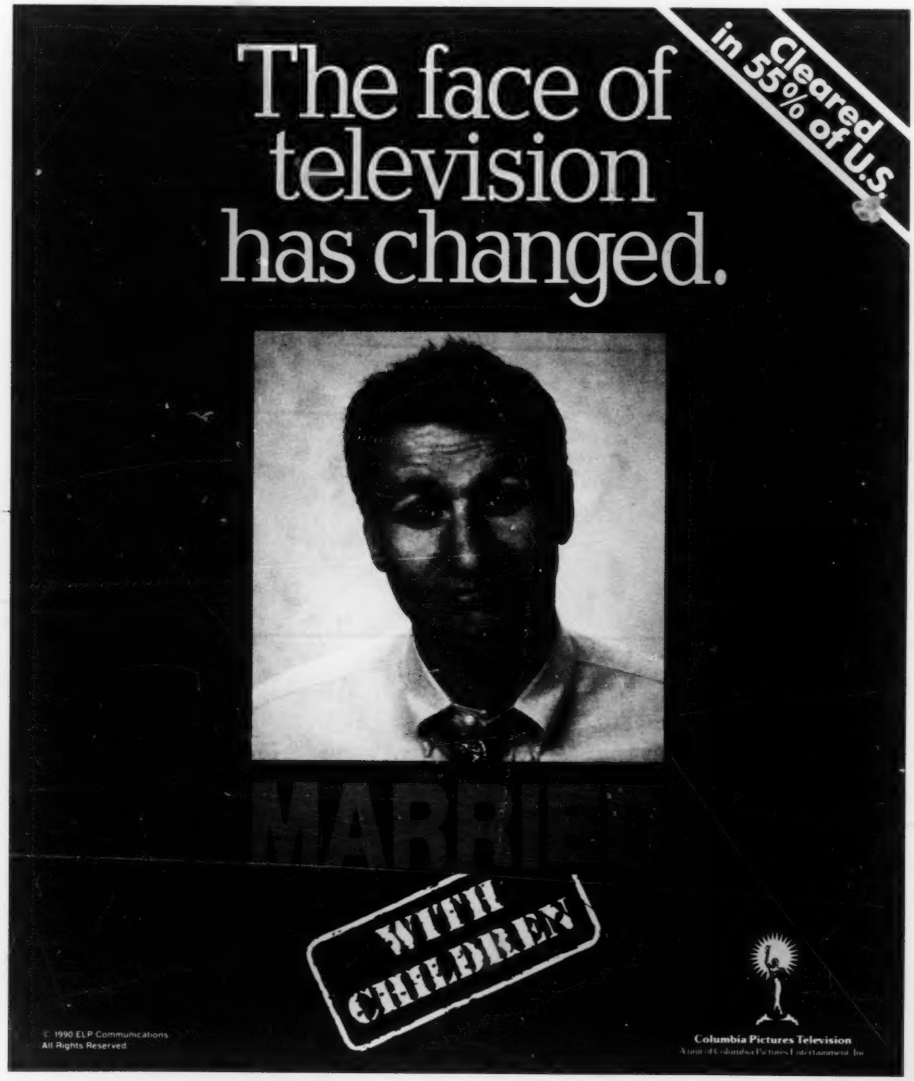
Incorporating Broadcasting / Cable 59th Year 1990

RADIO 32
Mideast coverage: Radio rolls when cameras can't

TELEVISION 27
Whither INTV?: King World backs Iraq-bound Jackson

CABLE 38
Cable in classrooms: Teaching teachers and *the systems*

WASHINGTON 50
No need to replay three-year rule: court; Bush OK's TV Marti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Vol. 119 No. 10

FROM NOW 'TIL 1991

Broadcasting ■ Sep 3

THIS WEEK

19 / ROAD TO '91

BROADCASTING previews what are likely to be the top developments across its beats from now until the end of the year in cable and broadcast programing, business, satellites, Washington and radio. Among the contenders: Responding to the challenge of competion, the broadcast TV networks will be offering more than 30 new shows during the 1990-91 season; the lack of channel capacity on cable systems isn't stopping new services from launching, and, despite the tentative international situation, the Radio Advertising Bureau is sticking with its projection of 5% revenue growth.

23 / GETTING THE MESSAGE BACK

Since Iraq's Aug. 2 invasion of Kuwait, ABC, CBS, NBC and CNN have used a combination of variable-time-period leases of Intelsat and Arabsat capacity, coordination with telecommunications ministries in the Middle East and transportable 'flyaway' uplinks to get precious video home. CBS's experiences leading up to an Aug. 29 interview with Saddam Hussein illustrated the networks' evolution from depending on local governments and facilities (and on booking satellite time on short notice), to creating round-the-clock paths from their own uplinks in Amman to operations centers in New York by late last month.

'Innovation' is the byword of the 1990-91 TV season, due in great part to the 'Twin Peaks' phenomenon and the increasing visibility of the younger-skewing Fox (page 19).

25/ IN THE PICTURE

Many associated with the Fifth Estate are optimistic that a committee of federal judges' recommendation to conduct a three-year experiment allowing the use of cameras and microphones in some federal district and appellate courts could open the door for introducing cameras in federal criminal trials and at the Supreme Court. Said C-SPAN's Brian Lamb: "The Peckham decision bodes well for the future of television in the courts. It's a first step."

27 / THEY SHALL NOT RETURN

Some syndicators have decided not to return to next year's Association of Independent Television Stations convention; others plan a substantially reduced presence. Among the reasons cited: the INTV show's proximity to NATPE and lessened demands for syndicated fare by independents-turned-Fox affiliates.

28 / JACKSON'S SADDAM HUSSEIN INTERVIEW

King World said it will finance the Rev. Jesse Jackson's trip to the Middle East to interview Iraq's Saddam Hussein. Any footage from a meeting with the Iraqi leader and/or the American hostages will air on King World's syndicated *Inside Edition*.

32 / THE WORLD OF RADIO

While their TV counterparts lamented the lack of visual coverage of the crisis in the Middle East, coverage by the major radio networks and a number of major market all-news radio stations suffered only slightly. Unlike the TV journalists, radio also had the advantage of traveling light, usually encumbered only by a tape recorder and microphone.

36 / HEADING TO BOSTON

Broadcast equipment manufacturers have booked a record 40,800 square feet of space at the National Association of Broadcasters Radio '90 conference in Boston, Sept. 12-15, where topics such as the availability of financing, formats, ethical business decisions, a digital radio seminar and the effects of debt and leverage on station operations are among the topics scheduled for discussion.

38 / CABLE IN THE CLASSROOM

The cable industry's education initiative was launched last year to provide teachers information on programing they may wish to use in their curriculums. Today it includes 19 programing networks and 33 MSO's representing more than 77% of the industry.

41 / OLYMPICS PACKAGING

Cablevision and NBC are offering cable systems a choice of packages for the summer 1992 pay-per-view Olympics. However, operators will pay the same amount per subscriber, no matter which PPV package they choose.

43 / INTERACTIVE TV WAY

Canada's Andre Chagnon, Lew Groupe Videotron's chairman, president and chief executive officer, predicts that an interactive television service called Videoway will increase cable's penetration in Canada and help equalize international and domestic operations for Canadian MSO's.

46 / 21ST CENTURY CABLE TELEVISION

Cable industry experts appearing at a Washington technology seminar gave a clear picture of the sort of equipment system operators will be using 10 years from now, and of the new services cable subscribers will receive.

48 / INDUSTRY SEEKS DAB SPECTRUM

An industry group advising the FCC on policy for the 1992 World Administrative Radio Conference has identified seven potential bands for digital audio broadcasting services. Some of the suggestions are already under heavy fire.

4-COLOR
NO TRA

Getting the story back from Iraq (page 23).

50 / THREE-YEAR RULE STILL OUT

The U.S. Court of Appeals in Washington has upheld the FCC's repeal of the three-year anti-trafficking rule, saying it is not inherent in the Communications Act of 1934 and that the commission acted properly last year in declining to launch a rulemaking to reinstate it.

51 / MONEY FOR TV MARTI

Despite objections from broadcasters, President Bush has signed an order releasing $16 million in federal funds for the continued operation of the United States Information Agency's TV Marti. According to a statement by White House spokesman Marlin Fitzwater, the service "is an integral part of U.S. policy to provide free access to information for people who are denied that right."

52 / PICK ONE

An update of a just-released Petry Television Inc. study shows that the trend toward stations using either Arbitron or Nielsen—but not both—is continuing. Since last November, the percentage of stations subscribing to both research services has dropped 3% to 48%, with Nielsen holding a slight edge in clients.

53 / THEY LIKE TO WATCH

A study from ABC says that television viewing by 62 million adults on summer vacation is not being measured. According to the study, 43% (79 million adults) are away from their homes on vacation, and the average vacation viewer watched about three hours of television daily over six days. ABC said that the uncounted viewers are worth between $90 million and $180 million in advertising revenue.

Courtroom doors are opening for TV and radio (page 25).

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Incorporating

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■ Cable

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SURVEYING SYNDICATION'S FALL LINEUP

Over the next two months, 45 first-run, eight off-network, (seven half-hour sitcoms and a single hour-long drama), one off-cable and one off-first run shows will mark their debuts in syndication. Another three first-run programs, MCA TV's *Harry and the Hendersons* and *Roggin's Heroes* and Paramount's *The Party Machine with Nia Peebles*, are set for midseason debuts.

Considering the tightness of the marketplace for new syndicated product—early fringe and prime access time periods continued to be hotly contested—station executives and distributors will be keeping an even closer eye on the November sweeps. The following listing of debut dates and clearances are supplied by the programs' distributors. An NA indicates the information was not available.

FIRST-RUN PROGRAMS

GAME SHOW STRIPS

PROGRAM (DISTRIBUTOR)	DEBUT DATES/STATIONS/ PERCENTAGE OF COUNTRY
Challengers (Buena Vista TV)	Sept. 3/127/85%
Joker's Wild (Orbis)	Sept. 10/108/85%
Trump Card (Warner Bros.)	Sept. 10/124/87%
Quiz Kids Challenge (Guber-Peters)	Sept. 10/80-plus/82%
Tic Tac Dough (ITC Dist. Group)	Sept. 10/80/80%

TALK SHOW STRIPS

Graham Kerr (MTM)[1]	Sept. 17/122/78%

HALF-HOUR LATE FRINGE STRIPS

My Talk Show (MCA TV)	Sept. 24/121/88%
The Party Machine (Paramount)[2]	Jan. 1991/NA/NA

REALITY-BASED STRIPS

Instant Recall (King World)	Sept. 3/75/65%
Personalities (20th TV [Fox])	Sept. 3/118/82%
Preview: Best of the New (TPE)	Sept. 17/85/75%

CHILDREN'S HALF-HOUR STRIPS

Great Expectations (Hearst Ent.)	Sept. 1/55/60%
Mighty Mouse & Friends (Viacom)	Sept. 10/92/81%
Tale Spin (Buena Vista)	Sept. 10/146/93%
Gummi Bears (Buena Vista)	Sept. 10/146/93%
Merrie Melodies (Warner Bros.)	Sept. 17/117/84%
New Adventures of He-Man (LBS)	Sept. 17/75/75%
Tiny Toon Adventures (Warner)	Sept. 17/135/91%
Wake Rattle & Roll (Worldvision)	Sept. 17/80/80%
G.I. Joe (Claster Television)	Sept. 24/102/88%
Video Power (Bohbat Ent.)	Oct. 1/79/81%

CHILDREN'S WEEKLIES

Captain Planet (Turner)	Sept. 10/182/98%
Dragon Warrior (LBS Comm.)	Sept. 10/70/70%
Widget (Zodiac)	Sept. 29/130/85%

HALF-HOUR WEEKLIES

PROGRAM (DISTRIBUTOR)	DEBUT DATES/STATIONS/ PERCENTAGE OF COUNTRY
Memories (LBS Comm.)	Sept. 10/125/82%
Krypton Factor (Western Int'l)	Sept. 15/80/70%
$1 Mill. Video Chal. (World Events)	Sept. 15/95/75%
New Music Report (Guber-Peters)	Sept. 15/80-plus/84%
Home Again (Group W)	Sept. 17/127/88%
On Scene: Emergency Rescue (Group W)	Sept. 17/120/83%
Dracula (Blair Entertainment)	Sept. 24/115/85%
The New Adam 12 (MCA TV)	Sept. 24/111/77%
The New Dragnet (MCA TV)	Sept. 24/111/77%
Reunion (Blair Entertainment)	Sept. 24/130/90%
What A Dummy (MCA TV)	Sept. 24/115/85%
Super Force (Viacom Enterprises)	Oct. 6/155/94%
Harry and the Hendersons (MCA TV)	Jan. 1991/120/87%
Roggin's Heroes (MCA TV)	Jan. 1991/NA/NA
Sports Quest M&M Syndication	Sept. 8/82/78%
Street Beat M&M Syndication	Sept. 28/94/82%
Weekend Travel Update News Travel Network	Sept. 22/70/70%
Stories From the Bible (Worldvision)	*Sept. 15/85/60%*

HOUR WEEKLIES

Big Break (Multimedia Ent.)	Sept. 8/116/82%
A Current Affair Extra (20th TV)	Sept. 8/170/94%
Preview: The Next 7 Days (TPE)	Sept. 22/85/75%
Jesse Jackson Show (Warner Bros.)	Sept. 24/130/91%
21 Jump Street (Cannell Dist.)[3]	Oct. 1/110/90%
Neon Rider (Hearst Entertainment)	Oct. 1/appx. 40/50%
The Party Machine (Paramount)[2]	Jan. 1991/NA/NA
Pump it up (Twentieth Television)	Sept. 7/NA/NA

OFF-NETWORK PROGRAMS

HALF-HOUR SITCOMS

Golden Girls[4] (Buena Vista)	Sept. 3/NA/65%
227 (Columbia Pictures TV)	Sept. 3/NA/NA
Amen (MCA TV)	Sept. 17/78/NA
Hogan Family (Warner Bros.)	Sept. 17/78/71%
Perfect Strangers (Warner Bros.)	Sept. 17/121/87%
ALF (Warner Bros.)	Sept. 24/160/91%
Head of the Class (Warner Bros.)	Sept. 24/122/85%

HOUR DRAMAS

21 Jump Street (Cannell Dist.)[3]	Sept. 17/47/NA

OFF-FIRST RUN

HALF-HOUR STRIP

Out of this World (MCA TV)	Oct. 1/35/NA

OFF-CABLE

WEEKLY TWO HOUR

Night Flight (MG/Perrin)	Sept. 24/85/70%

FOOTNOTES

[1] MTM Distribution's *Graham Kerr* is a cooking show, but is technically cleared on stations as a half-hour daytime entry.

[2] Paramount Domestic Television's *The Party Machine with Nia Peebles* will be available at midseason as a half-hour strip and weekly hour for Saturdays or Sundays.

[3] Cannell Distribution's *21 Jump Street* is being made available as a weekly first-run hour for the 1990-91 season, while new episodes can also be stripped with off-network episodes.

[4] Roughly half of the stations are clearing the show in 1990 (the others are debuting it in fall 1991) and will debut it either September 3 or 10.

RATINGS ROUNDUP

In the first head-to-head match between *The Cosby Show* and *The Simpsons*, Thursday, Aug. 23, *Cosby* was the winner hands down. But executives noted that the real test is yet to come because the episodes that ran for both shows were repeats. *Cosby* averaged a 15 rating and 28 share. *Simpsons*, was second in the time period with an 8.4/16.

For the week, NBC was first in prime time with an average 10.5/20, followed by ABC with 9.4/18 and CBS with 9.1/17.

Week 48

Aug. 20–Aug. 26

1st column tells rank. 2nd column tells position compared to last week: ▼-Down in rank from last week. ▲-Up in rank from last week. ■-Premiere broadcast. 3rd column tells rating. 4th column tells network. 5th column tells show.

1		16.5/35	C	60 Minutes
2		15.4/27	N	Cheers
3	▲	15.0/28	N	Cosby
3	▲	15.0/27	N	Unsolved Mysteries
5	▲	14.9/30	N	Empty Nest
6		14.2/25	N	Ferris Bueller Preview
7		14.1/24	N	Parenthood Preview
8	▲	13.9/28	N	Golden Girls
9	▲	13.8/24	N	Matlock
10	▼	13.6/23	A	Roseanne
11	▼	13.3/25	A	Amer. Funniest Videos
12	▲	12.9/22	A	Doogie Howser, M.D.
13	▲	12.5/25	A	20/20
14		12.2/22	C	Murder, She Wrote
15	▲	12.1/25	N	Carol & Company
16		11.9/22	N	Real Life w J. Pauley
17	▼	11.8/20	C	Designing Women
17	▲	11.8/21	A	Tim Conway
17		11.8/22	C	Top Cops
20	▲	11.7/21	A	Growing Pains
21	▲	11.6/20	C	Movie:Fatal Judgement
21		11.6/20	A	Family Matters Spec.
21	▼	11.6/20	F	Married...With Children
21	▲	11.6/21	A	Who's the Boss?
25	▼	11.5/20	N	Night Court
26		11.4/21	A	NFL Pre-Season Football
27	▼	11.2/19	A	Coach
28	▼	11.1/20	N	Grand
29		11.0/20	N	Hull High Preview
29	▲	11.0/21	A	Perfect Strangers
31		10.9/20	N	Lifestories Preview
32		10.8/19	N	Working It Out Prev.
33	▼	10.7/22	A	Full House
33	▼	10.7/18	C	Murphy Brown
33	▲	10.7/19	C	Rescue: 911
36	▲	10.4/20	A	New Attitude
36	▼	10.4/20	A	Wonder Years
38	▲	10.3/18	C	Jake and The Fatman
39	▼	10.2/17	F	In Living Color
40	▲	10.1/18	C	Movie: Mystic Pizza
40	▼	10.1/20	A	Family Matters
40	▲	10.1/19	C	Northern Exposure
43	▼	9.9/17	A	Movie:Russia With Love
43	▼	9.9/18	C	Major Dad
45		9.7/21	N	Anna
45	▼	9.7/18	C	Face to Face w C. Chung
47		9.5/17	F	Cops-Sunday
48		9.4/17	C	Doctor, Doctor
49		9.3/18	N	Hunter
50	▲	9.0/16	A	Anything But Love
51	▼	8.9/16	N	Movie:Steven, Pt.1
51	▼	8.9/17	A	Primetime Live
53	▼	8.8/16	N	L.A. Law
54	▼	8.4/16	F	Simpsons
55		8.2/16	C	Candid Camera On Whls
55		8.2/15	F	Married/Children Spec.
57	▼	8.1/14	A	Young Riders
58	▼	7.9/14	C	48 Hours
58	▲	7.9/16	C	Primetime Pets
60	▲	7.8/17	N	13 East
61		7.7/14	A	Father Dowling
62	▲	7.6/17	N	Amen
63	▼	7.5/13	C	Eddie Capra Mysteries
64	▼	7.4/14	F	Amer. Most Wanted
65		7.2/15	A	NFL Pre-Season Football
66	▼	7.0/13	A	thirtysomething
67	▲	6.8/15	A	Super Jeopardy!
68	▼	6.4/12	A	Equal Justice
68	▼	6.4/14	A	Twin Peaks
70	▼	6.1/12	C	Newhart
71	▼	6.0/13	A	Life Goes On
72		5.9/11	N	Baywatch Spec.
73	▲	5.8/12	A	Monopoly
74		5.7/11	C	Meet The Raisins
75	▼	5.6/11	C	Room For Romance
76	▼	5.5/11	F	Cops
77		5.4/11	C	Tour Of Duty
78		5.1/9	F	Booker
79	▼	5.0/11	F	Totally Hidden Video
80		4.8/10	C	Farm Aid Concert
81		4.7/10	N	Disney:Sky High
82	▼	4.2/7	C	His & Hers
83	▲	4.1/8	A	China Beach
84	■	4.0/7	F	Glory Days
85	▼	3.8/7	F	21 Jump Street
85		3.8/7	C	Wish You Were Here
87	▼	3.3/7	F	Outsiders
88	▼	3.1/5	F	Alien Nation
88	▼	3.1/6	F	Tracey Ullman Show

FREEZE FRAMES: Syndication Scorecard *

Week ended Aug. 19

Rank	Program (Syndicator)	Rtg	Stns	Covg
1	Wheel of Fortune, syn. (King World)	11.3	232	99
2	Jeopardy! (King World)	10.2	219	98
3	Star Trek: Next Generation (Paramount)	8.1	235	98
4	Oprah Winfrey (King World)	7.9	213	99
5	Cosby Show (Viacom)	7.5	205	96
5	Current Affair(20th Century Fox TV)	7.5	195	98
7	Wheel of Fortune, wknd. (King World)	7.4	209	92
8	Entertainment Tonight (Paramount)	6.9	180	95
9	Universal Pict. Debut Net. (Universal)	6.6	135	92
10	Donahue (Multimedia)	5.9	228	99
11	Geraldo (Tribune)	5.0	188	98
11	Star Search (TPE)	5.0	172	96
13	Charles In Charge IV (MCA)	4.7	145	89
13	People's Court (Warner Bros Domestic TV)	4.7	180	90
15	Inside Edition (King World)	4.5	123	82

* Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research.

CHANGING HANDS

This week's tabulation of station and system sales ($250,000 and above)

KVEO(TV) Brownsville, KPEJ(TV) Odessa and KWKT(TV) Waco, all Texas. □ Sold by SWMM/Brownsville Corp. to Associated Broadcasters Inc. for $30.45 million. Total is due in cash at closing. KVEO(TV) went on air in Dec. 1981. KPEJ(TV) went on air in June 1986. KWKT(TV) went on air in March 1988. **Seller** is headed by Billy B. Golding, Tom Matthews and Mitchell Levy and has interest in KMSS-TV Shreveport, La. **Buyer** is headed by Thomas R. Galloway Sr., Doyle Wayne Elmore and John Redd. Galloway is 100% owner of Communications Corp., licensee of KPEL(AM)-KTDY(FM) Lafayette, La., and KEZA-FM Fayetteville, Ark. KVEO(TV) is NBC affiliate on channel 23 with 2,500 kw vis., 1,000 kw aur. and antenna 1,500 feet above average terrain. KPEJ(TV) Odessa is Fox affiliate on channel 24 with 4,400 kw vis., 440 kw aur. and antenna 1,040 feet above average terrain. KWKT(TV) is Fox affiliate on channel 44 with 4,200 kw vis., 420 kw aur. and antenna 1,811 feet above average terrain.

PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ **$535,000** □ **5**

FM's □ **$295,000** □ **3**

AM-FM's □ **$21,113,500** □ **9**

TV's □ **$32,975,000** □ **4**

Total □ **$54,919,280** □ **21**

Year to Date:

AM's □ **$78,806,077** □ **178**

FM's □ **$390,183,987** □ **180**

AM-FM's □ **$329,422,198** □ **166**

TV's □ **$765,191,900** □ **77**

Total □ **$1,585,386,940** □ **613**

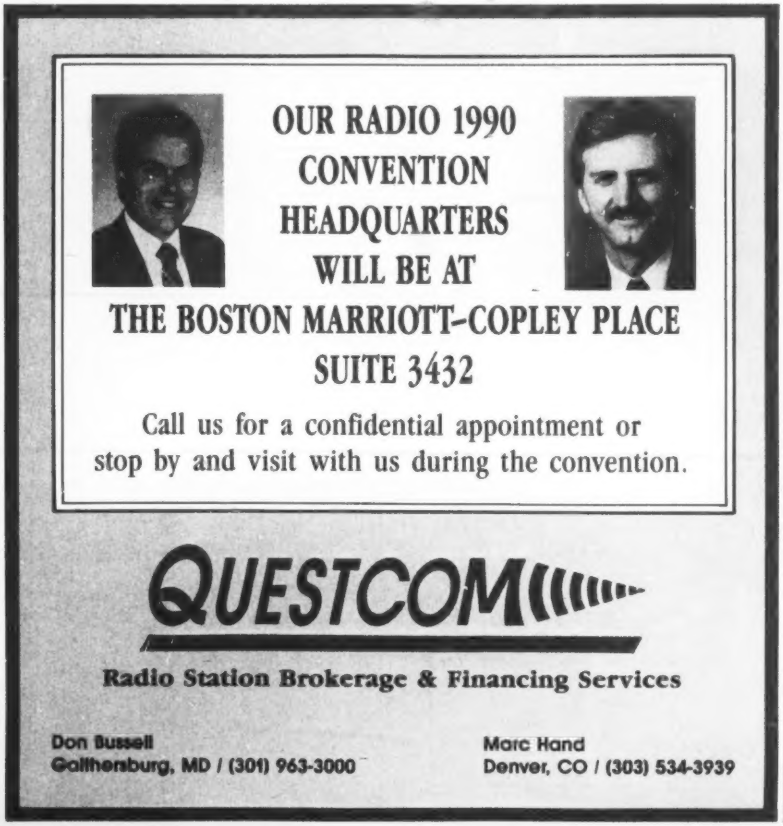
For 1989 total see Feb. 5, 1990 BROADCASTING.

KKAM(AM) Fresno, KBOS(FM) Tulare, KIST(AM) Santa Barbara and KMGQ(FM) Goleta, all California □ Sold by Radio Fresno Inc. to Express Broadcasting Co. for undisclosed amount. Price is estimated to be $11 million. Two previous sales attempts, both at $11.75 million, fell through. Stations were acquired in 1986 for $8.35 million. **Seller** is headed by James Olerich, Burke Kaplan and Alex Sheftell and has interest in KXPT(FM) Oxnard-Ventura, Calif. **Buyer** is headed by Edward A. Kramph and is licensee of KXBS(FM) Santa Paula, CA. KKAM is fulltimer with oldies format on 1340 khz with 1 kw. KBOS(FM) has CHR format on 94.9 mhz with 16.4 kw and antenna 847 feet. KIST is fulltimer with oldies format on 1340 khz with 1 kw. KMGQ(FM) has adult contemporary format on 106.3 mhz with 365 watts and antenna 879 feet.

KFON(AM) Rollingwood and KKMJ(FM) Austin, both Texas □ Sold by Keymarket of Austin Inc. to The Tremont Group Ltd. for $7 million. Stations were acquired in February 1989 and October 1986 for $400,000 and $15 million, respectively. **Seller** is headed by Kerby E. Confer and Donald Alt. Confer, through various companies, has interest in WILK-(AM)-WKRZ-FM Wilkes-Barre and WHGB(AM)-WNNK-FM Harrisburg, both Pennsylvania; KFON(AM)-KKMJ-FM Memphis; WWL(AM)-WLMG-FM New Orleans; WQSF(FM) Williamsburg, Va., and KFRG-FM San Bernardino, CA. Alt has interest in WRUS(AM)-WBVR(FM) Russellville, Ky. **Buyer** is headed by Joseph C. Amaturo, Winifred J. Amaturo and Douglas Q. Amaturo. Joseph C. Amaturo is licensee of KHGI(TV) Kearney, KSNB-TV Superior and KWNB-TV Hayes, all Nebraska; and Channel 44 Ltd., licensee of WJTC(TV) Pensacola, Fla. KFON has beautiful music format on 1370 khz with 5 kw day and 500 w night. KKMJ(FM) has adult contemporary format on 95.5 mhz with 100 kw and antenna 1,000 feet.

KLMG-TV Longview, Tex. □ Sold by Jason R. Searcy, trustee, to Kamin Broadcasting Co. for $2.525 million. Price includes $175,000 deposit and $2.35 million assumption of debts. Station was acquired in June 1987. Seller has no other broadcast interests. Buyer is headed by Lester Kamin and has no other broadcast interests. KLMG-TV is CBS affiliate on channel 51 with 3,100 kw vis., 310 kw aur. and antenna 1,249 feet.

WALG(AM)-WKAK(FM) Albany, Ga. □ Sold by Platinum Broadcast Ltd. to Radio One WKAK Inc. for $1,255,200. Price includes $200 deposit and assumption of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FOR THE RECORD

As compiled by BROADCASTING from Aug 22 through Aug 28 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; aur.—aural; aux.—auxiliary; ch.—channel; CH—critical hours.; chg.—change; CP—construction permit; D—day; DA—directional antenna; Doc.—Docket; ERP—effective radiated power; Freq—frequency; HAAT—height above average terrain; H&V—horizontal and vertical; khz—kilohertz; kw—kilowatts; lic.—license; m—meters; mhz—megahertz; mi.—miles; MP—modification permit; mod.—modification; N—night; pet. for recon.—petition for reconsideration; PSA—presunrise service authority; pwr.—power; RC—remote control; S-A—Scientific-Atlanta; SH—specified hours; SL—studio location; TL—transmitter location; trans.—transmitter; TPO—transmitter power output; U or unl.—unlimited hours; vis.—visual; w—watts; *—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. One meter equals 3.28 feet.

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,979	247	5,226
Commercial FM	4,308	867	5,175
Educational FM	1,430	282	1,712
Total Radio	10,717	1,396	12,118
Commercial VHF TV	550	19	569
Commercial UHF TV	552	185	737
Educational VHF TV	124	4	128
Educational UHF TV	226	20	246
■ Total TV	1,452	233	1,680
VHF LPTV	300	205	505
UHF LPTV	457	1,508	1,965
■ Total LPTV	757	1,713	2,470
FM translators	1,849	290	2,139
VHF translators	2,732	116	2,848
UHF translators	2,223	401	2,624

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

OWNERSHIP CHANGES

Applications

■ **KKAM(AM) Fresno and KBOS(FM) Tulare, both California** (AM: BAL900802EC; 1340 khz; 1 kw-U; FM: BALH900802ED; 94.9 mhz; 16.4 kw; ant. 847 ft.)—Seeks assignment of license from Radio Fresno Inc. to Exprs Broadcasting Co. for undisclosed amount (see "Changing Hands," page 54). Seller is headed by James Olerich, Burke Kaplan and Alex Sheftell and has interest in KIST(AM) Santa Barbara and KMGQ(FM) Goleta, both California (see below). Buyer is headed by Edward A. Kramph and is licensee of KXBS(FM) Santa Paula, CA, and is also buying KIST(AM) Santa Barbara and KMGQ(FM) Goleta, both California. Filed Aug. 2.

■ **KIST(AM) Santa Barbara and KMGQ(FM) Goleta, both California** (AM: BAL900802EA; 1340 khz; 1 kw-U; FM: BALH900802EB; 106.3 mhz; 365 w; ant. 879 ft.)—Seeks assignment of license from Radio Santa Barbara Inc. to Exprss Broadcasting Co. for undisclosed amount (see "Changing Hands," page 54). Seller is headed by James Olerich, Burke Kaplan and Alex Sheftell (see KKAM(AM) Fresno and KBOS(FM) Tulare, both California, above). Buyer is headed by Edward A. Kramph and is licensee of KXBS(FM) Santa Paula, CA, and is also buying KKAM(AM) Fresno and KBOS(FM) Tulare, both California. Filed Aug. 2.

■ **WALG(AM)-WKAK(FM) Albany, GA** (AM: BAL900810EC; 1590 khz; 5 kw-D, 1 kw-N; FM: BALH900810ED; 101.7 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from Platinum Broadcast Ltd. to Radio One - WKAK Inc. for $1,255,200. Seller is headed by Ilene Berns and has no other broadcast interests. Buyer is headed by Dan Rouse, Bob Roddy and Dave Cobb, and has no other broadcast interests. Filed Aug. 10.

■ **WXRS-AM-FM Swainsboro, GA** (AM: BAL900814HS; 1590 khz; 2.5 kw-D; 25 w-N; FM: BALH900814HT; 103.9 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from Lacom Communication Inc. to Roy A. Thompson for $500,000. Seller is headed by Lamar and Doris A. Studstill, husband and wife, and their sons Owen L. and Cole C. Studstill, and has no other broadcast interests. Buyer has no other broadcast interests. Filed Aug. 14.

■ **KLIC(AM) Monroe, LA** (BAL900813EA; 1230 khz; 1 kw)—Seeks assignment of license from Billy R. Vining, trustee, to KLIC Radio Inc. for $185,000. Seller has no other broadcast interests. Buyer is headed by Patricia S. Heard and has no other broadcast interests. Filed Aug. 13.

■ **WMAR(TV) Baltimore, MD** (BALCT900810KE; ch. 2; 100 kw-V; ant. 1,000 ft.)—Seeks assignment of license Gillett Broadcasting of Maryland Inc. to Scripps-Howard Broadcasting Co. for $154.7 million ("Changing Hands," July 30). Seller is headed by George N. Gillett Jr. and owns KSBW(TV) Salinas and KSBY-TV San Luis Obispo, both California; WTVT(TV) Tampa, FL, and KBIZ(AM)-KTWA(FM) Ottumwa, IA. Gillett owns 55% of SCI Television Inc., owner of WAGA(TV) Atlanta, WJW(TV) Cleveland, WITI(TV) Milwaukee, WJBK(TV) Detroit, WSBK(TV) Boston and KNSD(TV) San Diego. Buyer is headed by Jack R. Howard, Richard J. Janssen, Charles E. Scripps, Lawrence A. Leser, Donald L. Perris, Daniel J. Castellini, Gordon E. Heffern, John H. Burlingame, Robert E. Stautberg and Mortimer C. Watters, and has interest in KNXV-TV Phoenix; WFTS(TV) Tampa and WPTV(TV) West Palm Beach, both Florida; WXYZ-TV Detroit; KSHB-TV Kansas City, MO; WCPO-TV Cincinnati; WEWS(TV) Cleveland; KJRH(TV) Tulsa, OK; KUPL-AM-FM Portland,

C1750-1

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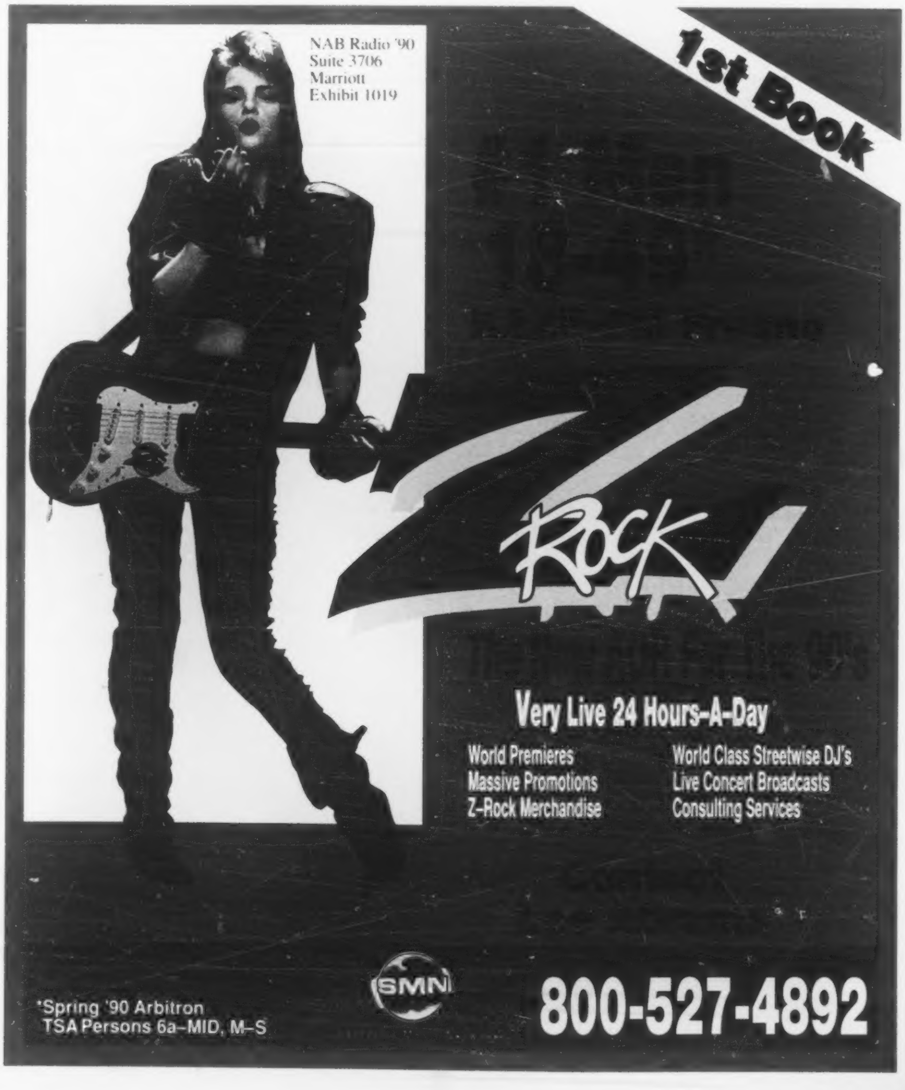
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Suite 3706
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Very Live 24 Hours-A-Day
World Premieres
Massive Promotions
Z-Rock Merchandise
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Vol. 119 No. 11

On the road to Radio 1990

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THIS WEEK

23 / FOX, TCI GET TOGETHER

Fox and TCI have signed an agreement whereby the cable company will carry Fox programing on cable channels on systems where there is no Fox broadcast affiliate. Fox hopes to strike similar deals with other MSO's to extend its reach, currently measured at 91% of the country.

25 / FTC BLASTS CFA, ABC

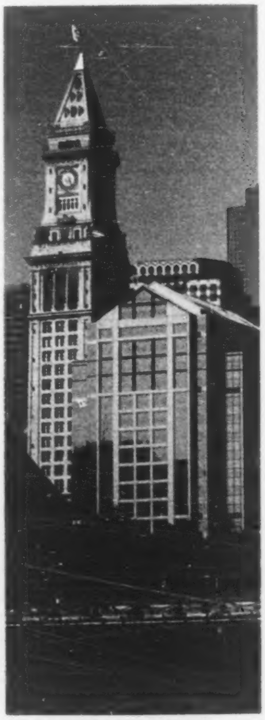
The Federal Trade Commission has charged Capital Cities/ABC Inc. and the College Football Association with "illegally conspiring to restrain competition in the marketing of college football." The administrative trial to come could result in the FTC voiding the combined $300 million ABC and ESPN 1991-1995 rights agreements with CFA.

26 / HIGH ON HDTV

At an annual Association of Maximum Service Television update on HDTV technology in Washington, FCC Chairman Al Sikes reiterated the commission's preference for a simulcast HDTV system standard over a transitional enhanced-definition system. NBC's Robert Wright made his network's case for EDTV, suggesting a simultaneous adoption of standards for both.

28 / SCRAMBLING DELAYED

The National Football League will postpone its proposed scrambling of regular telecasts until further study can be done. Some suggest the league may be setting the stage for pay-per-view arrangements with tavern owners.



Boston, site of Radio '90

29 / LATE NIGHT LOSES LEAR

Norman Lear asks for and receives release from his agreement with CBS to produce a late night comedy, citing his desire to concentrate on prime time projects.

29 / RESULTS ARE IN

The FCC's spot check of station records reveals widespread noncompliance with lowest unit charge provision of political broadcasting law.

30 / FTC SAYS SCRAP FIN-SYN

The Federal Trade Commission last week told the FCC that it should repeal its 20-year-old financial interest and syndication rules: "Competition would be better served by removing the restrictions and addressing instances of alleged monopolization through application of conventional antitrust enforcement powers."

33 / BOSTON BOUND

On its way to the National Association of Broadcasters Radio '90 conference in Boston, BROADCASTING took a few detours, visiting a handful of major markets to take a read on the top stations, how they got there and how they plan to stay there. BROADCASTING's radio editors dropped in on some 30 stations in Boston, Chicago, Miami, Phoenix and Seattle. The consensus, regardless of format or target audience, was that "cash-flow multiples" and "debt loads" notwithstanding, radio's greatest value continues to be its innovation, creativity and unique localism.

An agenda and exhibitor list for the conference cap the tour.

63 / PBS GOING HOLLYWOOD?

The noncommercial Public Broadcasting Service is taking a page from its commercial competition. Acknowledging the increasing competition for viewers among an increasing number of program suppliers, PBS is adopting a network-like marketing push for fall, including a Showcase Week, cross promotion on cable and the networks, the stripping of original series and the launch of a home video label.

64 / ITC LOOKS AHEAD

With the current syndication season barely out of the blocks, ITC is already in production on a first-run fringe/access game show and a morning talk show. Tapes are expected to be ready for station viewing this fall.

70 / DIAMOND APPRAISAL

Analysts expect ESPN to do better (lose less money) in its upcoming second year of a four-year contract with Major League Baseball. The service could break even on the $400 million deal, say analysts, if the cable service plays a "wild card" of charging operators an affiliate fee for carriage. ESPN's baseball exclusivity has proved a thorn in broadcasters' sides, particularly on Wednesday nights, which has cost broadcasters carriage of numerous games.

75 / HBO's GOOD 'DREAM'

Cable service is getting good reviews and numbers for its new sitcom, *Dream On*, an irreverent adult comedy that combines clips from classic black and white TV shows with adult themes and situations. Producers are already looking toward future in syndication.

76 / CAPITAL IDEA

Washington has proved an appropriate venue for the annual Eastern Cable Show, with 4,000 industry members—and potential lobbyists—gathering in the Capital just as both House and Senate prepare to vote on cable reregulation.

77 / INVESTING IN RADIO

A new study to be released at the Radio '90 conference in Boston shows a 5.3% appreciation in FM sale prices over the prior sale for some 500 stations sold from 1988 through June 1990. AM registers a 2.9% decline, attributed by the study to a "shaking out at the bottom of the market," and not necessarily an overall loss of revenue or audience.

83 / PAYING THE PIPER

In the latest twist on Broadcast Music Inc.'s lawsuit against HBO, a federal judge has refused BMI's request for an injunction that would have effectively shut down the cable service by barring it from cablecasting movies with BMI-copyrighted music.

84 / 15-SECOND THOUGHTS

An Association of National Advertisers study on 15-second commercials reveals advertiser concerns about clutter and the possibility of hidden premiums associated with the spots. The release of the survey, which stresses the importance of advertisers getting together to set guidelines for 15-second spots, came, coincidentally, as a report was circulating that CBS is seeking premiums on some stand-alone 15's.

85 / POOLING RESOURCES

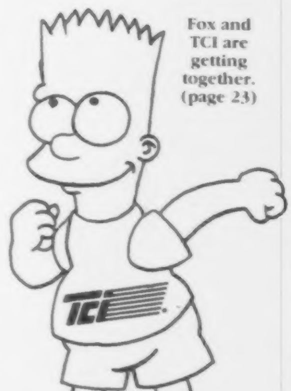
The U.S. State Department has formed an International Media Fund to help bankroll privately owned radio and television stations and newspapers in Central and Eastern Europe.

87 / COMPRESSING BUSINESS

Compression Labs Inc. has been showing off its digital video compression prowess to the networks. According to an executive with the company, 4-1 NTSC compression for broadcast and cable is in the works, with something demonstrable as early as next year.

90 / HELP FOR EDITORS

The video editing advantages of D-2 recorders have heretofore not been matched on the audio side. Ampex Corp. has introduced an enhancement to its digital videotape recorders that it believes goes a long way toward resolving that inequity.



Fox and TCI are getting together. (page 23)

FTC's Kevin Arquit at press briefing (page 25)

94 / FCC MULLS NTIA PROPOSAL

FCC Chairman Alfred Sikes wants to use a proposal offered by NTIA as a "starting point" for reforming the FCC's fin-syn rules. While none of the other commissioners is ready to embrace NTIA's proposal, FCC Commissioner James Quello has his own ideas that track NTIA's closely. Sikes also advocates another round of comments on specific fin-syn proposals.

96 / LOOKING BACK AT POLISH TV

At a CNN-sponsored news conference, a Polish TV executive talks of the "mythology of pseudo-information" that once characterized the country's Communist-controlled media.

119 / UNITED'S FRED VIERRA

Fred Vierra has sold various products, but he himself has been sold on cable television. Now president and chief operating officer of United Artists Entertainment, the country's third largest MSO and largest theater owner, Vierra says cable "has been the most fun I've had in business, by far."

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RATINGS ROUNDUP

NBC won the week of Aug. 27-Sept. 2 with a 10.6 rating and 20 share average. It held a 1.8 rating point advantage over second-place CBS, which averaged an 8.8/17. ABC was third with an 8.7/17 and Fox averaged a 5.3/10. In winning the week, NBC took Monday, Tuesday, Wednesday, Thursday and Saturday. CBS won Sunday and ABC won Friday. NBC had four of the top five (including number one, *Cheers*) and seven of the top 10 shows, while CBS had two (*Designing women* and *Murphy Brown*) in the top 10 and ABC one (*Roseanne*).

The second square-off between *Cosby* and *The Simpsons* resembled the first, with *Cosby* (ranked number 11) winning handily over Bart and company (53) in the Thursday, 8 p.m., timeslot. (A *Cosby* special on Monday night performed even better, ranking fifth overall for the week.) *The Simpsons* slipped from the week before's second place to third in the time period, however, with CBS's *48 Hours* (42) taking second with a 9.1/17. At 29th place, *Married...with Children* (10.3/20) was Fox's best performer of the week, besting several premiere outings for new and returning Fox shows, including *In Living Color*, *Haywire*, *Totally Hidden Video* and *Parker Lewis*.

Dan Rather's exclusive interview with Iraqi leader Saddam Hussein (Wednesday night, 10 p.m.) tied with *The Simpsons* at 53rd. In the prime time news magazine race, CBS's *60 Minutes* was the highest ranked at number 15, followed by the network's *Face to Face with Connie Chung* (30), ABC's *Primetime Live* (38); and CBS's *48 Hours* (42).

On the home video front, *America's Funniest* at number 50 was a far cry from the halcyon top 10 days of its initial airing, while Fox's *Totally Hidden Video* ranked 68 and 83, respectively, in special and premiere airings.

Week 49 **Aug. 27–Sept. 2**

1st column tells rank, 2nd column tells position compared to last week: ▼-Down in rank from last week, -Up in rank from last week, ■-Premiere broadcast. 3rd column tells rating, 4th column tells network, 5th column tells show.

1	▲	16.6/28	N	Cheers
2		15.7/27	N	Heat of the Night
3	▲	14.6/24	C	Designing Women
3	▲	14.6/31	N	Empty Nest
5		14.0/26	N	Cosby Spec.
5	▲	14.0/23	C	Murphy Brown
7	▲	13.8/30	N	Golden Girls
8	▲	13.6/23	A	Roseanne
9		13.4/23	N	Movie:Steven, Pt.2
10		13.3/24	N	A Different World
11	▼	13.1/25	N	Cosby
12		12.8/23	A	Family Matters Spec.
13	▼	12.7/23	N	Matlock
14	▼	12.6/22	A	Doogie Howser, M.D.
15	▲	12.3/21	N	Grand
15	▼	12.3/30	C	60 Minutes
17	▲	12.1/22	A	Growing Pains
17	▲	12.1/23	A	Who's the Boss?
19	▲	11.8/21	C	Jake and The Fatman
19	▼	11.8/22	N	Unsolved Mysteries
21	▼	11.7/25	N	Carol & Company
21	▲	11.7/20	A	Coach
23		11.1/20	A	NFL Pre-Season Football
23	▲	11.1/21	A	Wonder Years
25	▲	11.0/20	C	Face to Face w C. Chung
26	▲	10.8/21	N	Hunter
27	▲	10.7/19	C	Doctor, Doctor
28	▼	10.4/18	N	Night Court
29	▼	10.3/20	F	Married...With Children
30	▲	10.2/21	A	Family Matters
30	▼	10.2/21	C	Murder, She Wrote
32		10.1/18	N	Dear John
32	▲	10.1/22	A	Full House
34	▲	9.8/18	N	L.A. Law
34		9.8/18	C	Rescue: 911 Spec.
36		9.7/17	N	Guys Next Door Prev.
37	▲	9.6/17	A	Anything But Love
38	▲	9.5/18	A	Primetime Live
39	▲	9.3/16	C	Police Academy 4
39	▲	9.3/17	C	Major Dad
41	▼	9.2/18	A	Tim Conway
42	▲	9.1/17	C	48 Hours
42	▼	9.1/19	A	Perfect Strangers
42		9.1/20	N	T.V Or Not T.V.
42	▼	9.1/19	A	20/20
46	▼	8.9/17	C	Northern Exposure
47	▼	8.8/18	A	New Attitude
48		8.7/16	C	Valvoline Drv. Test
49	▲	8.3/16	A	Equal Justice
50	▼	8.2/18	A	Amer. Funniest Videos
51		8.1/16	F	Parker Lewis Prev.
51		8.1/19	N	This Is Your Life Spec.
53		8.0/16	C	CBS News Spec.
53		8.0/16	C	Who Gets The Friends
53	▲	8.0/15	A	Young Riders
57	▲	7.9/14	C	Eddie Capra Mysteries
58		7.8/16	F	True Colors Preview
59	▲	7.4/14	A	Father Dowling
60	▼	7.3/16	C	Primetime Pets
61	▼	7.1/15	F	In Living Color
61		7.1/14	N	Midnight Caller
63		6.9/15	N	Movie: Goonies
63	▼	6.9/14	N	Movie:Mad Max/T'Dome
63	▲	6.9/13	A	thirtysomething
66	▲	6.8/15	A	Twin Peaks
67		6.7/14	C	Candid Camera
68		6.6/15	C	NFL Pre-Season Football
68		6.6/12	F	Tot.Hidden Video-Thu.
70		6.4/13	C	Newhart
71		6.3/13	C	Magic Castle
72	▼	6.2/15	A	Super Jeopardy!
73	▼	6.1/12	A	Love Among Thieves
73		6.1/12	F	Comic Strip Primetime
75		5.7/12	N	Quantum Leap
76	▼	5.2/12	A	Monopoly
77	▼	5.0/11	F	Cops
78		4.9/11	C	Paradise
79		4.8/10	C	Partners In Life
80	■	4.7/11	F	Haywire
81	▲	4.6/10	A	China Beach
82	▲	4.3/7	F	Glory Days
83	■	4.2/10	F	Totally Hidden Video
84	▲	3.9/7	F	21 Jump Street
85		3.7/9	A	Amer. The Beautiful
86	▲	3.6/6	F	Alien Nation
87		3.0/7	F	Pure Insanity Spec.
88		2.9/6	F	Tracey Ullman

CHANGING HANDS

This week's tabulation of station and system sales ($250,000 and above)

KOH(AM)-KSXY(FM) Reno, Nev. □ Sold by Modern Broadcasting Inc. to Lobster Communications Inc. for $2 million. Price includes $100,000 deposit with balance due in cash at closing. Stations were acquired in May 1986 for $250,766. **Seller** is headed by Sidney and Vera Stern, husband and wife, and has no other broadcast interests. **Buyer** is W. Richard Green, John R. McRae and Donna M. Crosson, and is selling KLIQ(FM) Shingle Springs, Calif., for $400,000 ("Changing Hands," Aug. 13). KOH(AM) has news/talk format on 630 khz with 5 kw day and 1 kw night. KSXY(FM) has CHR format on 101.7 mhz with 1.3 kw and antenna 426 feet above average terrain.

KBHS-AM-FM Hot Springs, Arkansas □ Sold by KBHS Broadcasting Co. to Great American Broadcasting Co. of Arkansas for $550,000. Total is payable in 10 years at 10%. Stations were acquired in Dec. 1971. **Seller** is headed by William L. Mitchell, Eleanor Mackey-Ferguson and Maria Foy, who have interest in KWHK Broadcasting, licensee of KWHK(AM) Hutchinson, Kan., and KTRC Broadcasting Co., licensee of KTRC(AM) Santa Fe. **Buyer** is headed by Mack and Sherry Sanders, Ernest McRae, John and Janet Bozeman, Robbie Swinney, William L. Mitchell and Maria H. Foy. Mack and Sherry Sanders and McRae have interest in KVGB(AM)-KBGB(FM) Great Bend and KWHK(AM)-KIUS(FM) Hutchinson, Kan. KBHS(AM) has adult contemporary format on 590 khz with 5 kw day and 500 w night. KBHS(FM) has adult contemporay format on 96.7 mhz with 2.6 kw and antenna 320 feet above average terrain.

WAIVER IN MEMPHIS

FCC waived one-to-market rule and granted assignment of CP for unbuilt channel 50 in Memphis from Kyles Broadcasting Ltd. to Flinn Broadcasting Corp. for $220,000. Flinn Broadcasting is headed by George S. Flinn and is currently licensee of WHBQ(AM) Memphis. Kyles Broadcasting is headed by Gwendolyn Kyles Griffin and her son Dwayne Kyles. Kyles Broadcasting suffered severe financial losses when limited partner failed to provide funding for construction and operation. Flinn was only buyer interested in CP.

PROPOSED STATION TRADES

By volume and number of sales

Last Week:
AM's □ **$1,526,000** □ **11**
FM's □ **$796,075** □ **3**
AM-FM's □ **$950,000** □ **3**
TV's □ **$000,000** □ **0**
Total □ **$3,272,075** □ **17**

Year to Date:
AM's □ **$80,332,077** □ **189**
FM's □ **$390,880,062** □ **183**
AM-FM's □ **$330,372,198** □ **169**
TV's □ **$765,191,900** □ **77**
Total □ **$1,561,976,237** □ **630**

For 1989 total see Feb. 5, 1990 BROADCASTING.

WLEA(AM)-WCKR(FM) Hornell, N.Y. □ Sold by Channick Broadcasting Corp. to PMJ Communications Inc. for $538,000. Price includes $1,000 down payment, $299,000 cash at closing and $238,000 promissory note payable in 10 years at 12%. Stations went on air in Sept. 1951 and June 1981, respectively. **Seller** is headed by Herbert Channick, who has interest in Crest Hill Broadcasting Co., licensee of WCCQ(FM) Crest Hill, Ill. **Buyer** is headed by Kevin Doran, who is currently general manager of WLEA(AM)-WCKR(FM). WLEA(AM) is daytimer with full service format on 1480 khz with 2.5 kw. WCKR(FM) has country format on 92.1 mhz with 1.25 kw and antenna 512 feet above average terrain.

KSES(AM) Yucca Valley, Calif. □ Sold by Craig Broadcasting Corp. to Kevin D. Roberts for $421,000. Price includes $8,000 down payment and $413,000 upon FCC approval. Stations were acquired in March 1989 for $365,000 ("Changing Hands," Feb. 5). **Seller** is headed by

RADIO '90
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Todd Hepburn, Vice President
P.O. Box 42401, Cincinnati, Ohio 45242
(513) 791-8730

husband and wife, and has no other broadcast interests. Filed Aug. 21.

Actions

■ **WERC(AM) Birmingham, AL** (BAL900625EF; 960 khz; 5 kw-U)—Granted app. of assignment of license from Sungroup Inc. to Ameron Broadcasting Inc. for $4.2 million ("Changing Hands," July 2). Seller is headed by Frank A. Woodsand will continue operating WKXX-FM Birmingham and has interest in WOWW-FM Pensacola and WGNE(FM) Titusville, both Florida; KESY-AM-FM Omaha; KKSS(FM) Santa Fe; KMJJ(FM) Shreveport, LA, and KKYS(FM) Bryan, KWFS(FM) Wichita Falls, KEAN-AM-FM Abilene and KYKX(FM) Longview, all Texas. Buyer is headed by Menlo F. Smith, Joseph L. Dorton, Thomas F. O'Brien and Ronald W. Recker, and has also contracted to buy WMJJ(FM) Birmingham. Action Aug. 24.

■ **WMJJ(FM) Birmingham, AL** (BALH900629GF; 96.5 mhz; 100 kw; ant. 1,027 ft.)—Granted app. of assignment of license from Capitol-Birmingham Inc. to Ameron Broadcasting Inc. for $16.5 million ("Changing Hands," July 2). Seller is headed by Kenneth S. Johnson and has interest in WKSJ-FM Mobile and WKSJ(AM) Prichard, both Alabama; WRKA(FM) St. Matthews, KY; WTRG(FM) Rocky Mount, NC, and WGFX(FM) Gallatin, TN. Capitol recently sold KQFX(FM) Georgetown, TX, and WCAW(AM)-WVAF(FM) Charleston, WV ("Changing Hands," May 14). Buyer is headed by Menlo F. Smith, Joseph L. Dorton, Thomas. F. O'Brien, Ronald W. Recker, and has no other broadcast interests. Action Aug. 22.

■ **WAPR(AM) Avon Park, FL** (BAL900416EE; 1390 khz; 1 kw-D)—Granted app. of assignment of license from Florida Broadcasting Corp. to Andrew L. Banas for $100,000. Seller is headed by William A. Stokes and Charles Catle, who have interest in Okeechobee Broadcasters Inc., licensee of WOKC-AM-FM Okeechobee, FL. Buyer owns WRQT-FM Bear Lake, MI. Action Aug. 24.

■ **WPSO(AM) New Port Richey, FL** (BAL900709EG; 1500 khz; 250 w-D)—Granted app. of assignment of license from Lowrey Communications Inc. to Timothy and Diana Adkins for $229,000. Seller is headed by Thad M. Lowrey, Barbara Lowrey and Sam Y. Allgood Jr., and has no other broadcast interests. Buyers are husband and wife. Timothy Adkins is air personality and operations manager at WPSO. Action Aug. 22.

■ **WCTW(AM)-WMDH(FM) New Castle, IN** (AM: BAL900416EC; 1550 khz; 250 w-U; FM: BALH900416ED; 102.5 mhz; 50 kw; ant. 500 ft.)—Granted app. of assignment of license from Mohr-Engledow Broadcasting of North Carolina Inc. to WTL Indiana Inc. for $2.6 million ("In Brief," May 14). Seller is headed by Stephen Mohr and has no other broadcast interests. Buyer is headed by Stephen J. Taylor, Donald L. Wiggins, John A. Lich, and Edward L. and Suzanne J. Taylor IV, husband and wife, and is licensee of WTLZ(FM) Saginaw, MI. Stephen J. Taylor is 52% owner of WIKS Inc., licensee of WIKS(FM) New Bern, NC, and New South Radio Inc., licensee of WACT-AM-FM Tuscaloosa, AL. Edward and Suzanne Taylor each own 24% of WIKS Inc. and New South Radio Inc. Action AUg. 20.

■ **KNOK(FM) Belle Chasse, LA** (BAPH900620HY; 102.9 mhz; 3 kw; ant. 328 ft.)—Granted app. of assignment of license from First Belle Chasse Media Group to Coastal Broadcasting Inc. for no financial considerations. Seller is headed by Randolph J. Callender. Buyer is headed by Randolph J. Callender, H. Hunter White III and Thomas A. Carrere, and has no other broadcast interests. Action Aug. 20.

■ **WKZN(AM) Gorham, ME** (BAL900705EF, 1590 khz; 5 kw-D, 2.5 kw-N)—Granted app. of assignment of license from The Great Portland Wireless to Broadcast Communications Inc. for $50,000. Seller is headed by Ron Frizzel and Myer Feldman. Buyer is headed by Eric W. Reid, who is sole proprietor of CP for WANQ(AM) Delmar, NY. Reid also has interests in Primo Communications Inc., which holds CP for new FM at Truro, MA, and WNYQ Associates, licensee of WNYQ(AM) Rotterdam NY. Action AUg. 17.

■ **KDLM(AM)-KKDL(FM) Detroit Lakes, MN** (AM: BAL900613EB; 1340 khz; 1 kw-U; FM: BALH900613EC; 95.1 mhz; 100 kw; ant. 970 ft.)—Granted app. of assignment of license from Grignon Radio Inc. to Leighton Enterprises Inc. for $1.41 million. Seller is headed by Ro D. Grignon and has no other broadcast interests. Buyer is headed by Alver Leighton, Clyde Johnson and James Abbey and KCLD-AM-FM St. Cloud, MN; KOUR-AM-FM Independence KNIA(AM)-KRLS-FM Knowville, both Iowa. Leighton and Johnson have interest in Washington Radio Inc., KCII-AM-FM Washington, IA, and SS Broadcasting Inc., licensee of KYCK-FM Crookston, MN. Action Aug. 22.

■ **KICS(AM)-KEZH(FM) Hastings, NE** (AM: BAL900712EA; 1550 khz; 500 w-D; FM: BALH900712EB; 101.5 mhz; 50 kw; ant. 265 ft.)—Granted app. of assignment of license from The Foxhaven Corp. to Heartland Radio Inc. for $570,000. Seller is headed by Timothy J. Boyd and has no other broadcast interests. Buyer is headed by E. Eugene McCoy Jr., E. Eugene McCoy Sr., William P. Turney and Michael S. O'Connor, and has no other broadcast interests. Action Aug. 24.

■ **KMRF(AM) Marshfield, MO** (BTC900702EB; 1510 khz; 250 w-D)—Granted app. of assignment of license from T.H. Media Inc. to William E. and Lindy L. Williams for no financial considerations. Seller is headed by John and Carolyn Thompson, husband and wife, and Philip and Sherry Huffmanm, husband and wife, and has no other broadcast interests. Buyers have no other broadcast interests. Action AUg. 22.

■ **WDDT(AM) Greenville, MS** (BAL900518EM; 900 khz; 1 kw-D, 109 w-N)—Granted app. of assignment of license from P.L. Bell, receiver, to WDDT Inc. for $100,000. Seller has no other broadcast interests. Buyer is headed by Steven Brisker, who has interest in WARN(AM) Falmouth and WZAM(AM) Norfolk, both Virginia; KRKR(AM) Tuscon Estates, AZ, and WPGP(AM) Pendleton and WCTG(AM) Columbia, both South Carolina. Action Aug. 22.

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,979	247	5,226
Commercial FM	4,308	867	5,175
Educational FM	1,430	282	1,712
Total Radio	10,717	1,396	12,118
Commercial VHF TV	550	19	569
Commercial UHF TV	552	185	737
Educational VHF TV	124	4	128
Educational UHF TV	226	20	246
Total TV	1,452	233	1,680
VHF LPTV	300	205	505
UHF LPTV	457	1,508	1,965
■ Total LPTV	757	1,713	2,470
FM translators	1,849	290	2,139
VHF translators	2,732	116	2,848
UHF translators	2,223	401	2,624

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

C175[illegible]-1

Broadcasting Sep 17

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Orion: Dimming star has plans for regaining lustre

87% Coverage.
EMERGENCY ON SCENE RESPONSE
80% Coverage.
HOME AGAIN BOB VILA
PREMIERING 4 THIS WEEK
87% Coverage. Second Season.
MISSING REWARD
92% Coverage.
TEENAGE MUTANT NINJA TURTLES
Continues...
FROM GROUP W

GROUP W PRODUCTIONS
A WESTINGHOUSE BROADCASTING COMPANY

On Scene: Emergency Response in association with 4MN Productions. Home Again with Bob Vila produced by B.V.T.V. Missing/Reward in association with Four Point Entertainment and Dave Bell Associates. Teenage Mutant Ninja Turtles™/Characters © 1985 Mirage Studios/Program © 1990 Murakami Wolf Swenson, Inc.
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Vol. 119 No. 12

Radio '90

****************5-DIGIT 20814
20814SRI AT8501 ZCZ
SRI ACQ
CONGRESSNL INFO SRV **SAMPLE
4520 EAST-WEST HWY

BETHESDA MD 20814

THIS WEEK

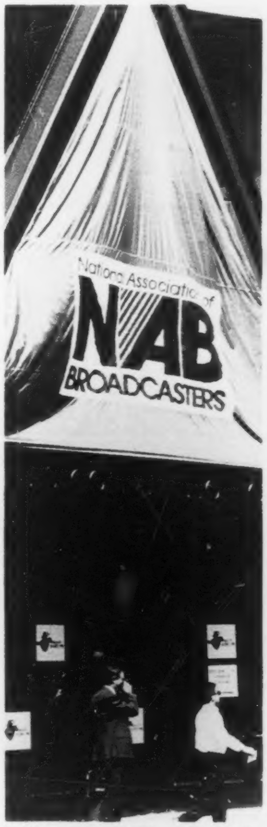
19 / RADIO 1990

Boston proves an appropriate venue for the annual NAB radio conference, with attendees ready to protest what they see as an unfair—and potentially crippling—tax in the form of a spectrum fee being contemplated in Washington (see below). Another major concern is how the introduction of digital audio broadcasting (DAB), specifically a satellite-delivered version, will affect them. FCC Chairman Alfred Sikes says that while the FCC will move forward with studies of new DAB service, it will not be at the expense of existing AM and FM stations. The chairman also reaffirms his commitment to improving those bands. The FCC's Bob Petitt brings broadcasters up to speed on commission's new political advertising guidelines.

23 / SPECTRUM FEE SPECTRE

Although concern remains that spectrum fees could emerge from the ongoing budget summit in Washington, leadership in both the Senate and House Commerce Committees oppose the spectrum fee/tax The word out of Washington last week was that conferees were concentrating on other means of reducing the massive deficit.

24 / CABLE REREG PASSES HOUSE



NAB in Boston: Where the radio action is (page 19).

By unanimous voice vote, the House of representatives last week passed a cable reregulation bill. The measure would, among other things, set caps on basic rates, prevent operators from "unreasonably" refusing to negotiate distribution deals with third parties such as wireless cable and SMATV operators and would provide for must-carry of local stations. Not surprisingly, reaction to the bill was mixed. One key response came from the Office of Management and Budget, which said that if the bill remains in its present form, it would recommend that the President veto it.

26 / TCI PLANS 24-HOUR NEWS CHANNEL

If all goes as planned, Telecommunications Inc.'s cable systems in suburban Chicago will join with Fox affiliate WFLD-TV there to create a 24-hour regional news channel, Chicago Cable News, a first for such a broadcaster/cable operator news venture. According to TCI and Fox executives, who gave details of the project in exclusive interviews with BROADCASTING, an agreement is expected this week or next on the project. TCI is contemplating similar joint ventures with broadcast outlets in Washington, San Francisco, Pittsburgh, Salt Lake City and Dallas.

28 / MARKETING THE MIX

In the search for a happy medium between top 40 and easy listening, some stations have hit upon a marriage of old and new. The result has come to be known, not surprisingly, as The Mix.

32 / DOUBLE COVERAGE

WHBB(FM) Hampton Bays, N.Y., has agreed to simulcast programing of WNEW-FM New York, which sees synergy between two audiences, given that the Hamptons area is a resort community popular with city residents.

36 / WEEKEND WARRIORS

Fox has joined the battle for Saturday morning viewers as it debuts its first-ever lineup. Shows based on presold concepts—"Little Rosie" from ABC, for example—are particularly popular entrants in children's programing sweepstakes.

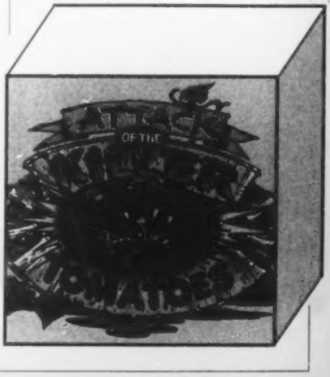
37 / COMPARING NOTES

The four network entertainment presidents meet on the neutral turf of a Hollywood Radio and Television Society luncheon to talk about the high cost of programing and pick the cream of each other's crop.

38 / THE ENDLESS PREMIERE

The networks continue to mix roll-outs of new shows with reruns of some old—and new—ones as the staggered start for the fall season continues. In one of the first big matchups, NBC's 'Fresh Prince' beats CBS's "Uncle Buck" in their respective regular season Monday night slots.

Fox joins Saturday club (page 36).



40 / ED WILSON HEADS COLUMBIA SYNDICATION

In a restructuring of sales responsibilities, Columbia's four sales offices will report to Wilson in the newly created position of senior vice president, syndication. Columbia Pictures Television's syndication president, Barry Thurston, says the hiring of Wilson, who has experience selling first-run product for Paramount, does not signal a shift by Columbia from its traditional emphasis on off-network.

41 / GROUP W LOOKS FOR NEXT 'PM'

Group W is hoping to find local-oriented program for the 90's equivalent to its long-running, just canceled "PM Magazine."

43 / CHANGE IN GAME PLAN

SportsChannel America cable sports service is taking steps, including theme night programing, to expand its image beyond that of a regional sports service

46 / BORNSTEIN TAPPED

ESPN's executive vice president, programing and production, has been named to succeed Roger Werner as president and CEO of the cable programer.

53 / SHIFTING THE DEBT LOAD

A suburban Washington cable company has approached lenders for help in restructuring its $200 million in debt; raising the spectre of what may be the first default in publicly traded MSO debt in the medium's history.

55 / MONEY MATTERS

At a Washington seminar on the state of the wireless cable industry, executives talk about the difficulty of getting lenders to fund competition to existing media when those media are also clients with debt to pay off.

Sen. Danforth on possibilities of new cable bill (page 25).

56 / ORION LOOKS FOR ANSWERS

Faced with declining earnings, disappointing box office showings and a stock price that has dropped over 50% in five months, Orion Pictures is hitching its wagon to new programing ventures both here and abroad.

63 / HELPING HAND

Radio consultant Rick Sklar is teaming with British radio consultant David Bowen to form a company to help program and market a new group of stations being authorized in the UK.

66 / NARROWING FIELD

Although Faroudja has withdrawn its enhanced definition television system from the FCC's testing process, it still hopes to have its system up and running in the next two years. A new schedule for testing—Faroudja was to have been the first considered—is expected soon.

69 / TAKING ISSUE

Capcities/ABC criticizes the National Telecommunications and Information Administration fin-syn proposal, particularly its restriction on the networks' acquisition of financial interest in network programs from unaffiliated producers. There is also word that that Deputy Attorney General William Barr has asked that Justice's position in favor of fin-syn repeal be reviewed.

70 / COURT OK'S TV TEST

The Judicial Conference of the U.S. has agreed to a three-year test of cameras in select federal courts. Although the test will be confined to civil matters in both trial and appellate courts, the move is heralded by Fifth Estaters as an important step toward coverage of all federal courts and cases.

72 / SATELLITE SALE

The FCC has approved the sale of two struggling Fox affiliates in the Lynchburg-Roanoke, Va., area and the operation of one of the stations as a satellite of the other.

73 / BOTH SIDES NOW

NBC affiliate KCNC-TV Denver has taken the novel step of buying a block of time on a competing independent UHF in the market. It will produce and air three hours of election coverage on the independent rather than preempt its prime time lineup to cover the elections.

73 / PACIFIC PACT

CBS and Tokyo Broadcasting have agreed to share their resources for a number of projects, the first of which will be an international newsgathering system. They are also exploring the possibility of teaming for sports or entertainment programing.

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Broadcasting

Cable

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RATINGS ROUNDUP

NBC won the week of September 9 with a 10.7 prime time rating and a 19 share. ABC was second with a 9.4/17 and ABC was third with a 9.2/17.

NBC's *Real Life with Jane Pauley* had another respectable showing, Tuesday, Sept. 4, finishing second with a 10.7/19, ahead of a *thirtysomething* repeat on ABC but behind the CBS Tuesday Night Movie, *Shattered Innocence*.

CBS's summer show *Top Cops*, which has been renewed for midseason use, finished second Wednesday Sept. 5 at 10 p.m., ahead of a *Koppel Report* documentary airing on ABC but behind an original *Hunter* on NBC.

On Thursday, Sept. 6, Fox's new lineup finished last in competition, with the exception of *The Simpsons*, which, in its new time period at 8 p.m., finished third with an 8.5/15.

Week 50 **Sept. 3–Sept. 9**

1st column tells rank, 2nd column tells position compared to last week: ▼-Down in rank from last week, ▲-Up in rank from last week, ■-Premiere broadcast. 3rd column tells rating, 4th column tells network, 5th column tells show.

1		17.8/36	N	Miss America Pageant
2	▲	15.9/30	N	Golden Girls
3	▼	15.4/26	N	Cheers
4		15.0/28	N	Fanelli Boys Prev.
5	▲	14.8/25	A	Amer. Funniest Videos
6	▲	14.7/28	C	60 Minutes
7	▼	14.2/24	C	Designing Women
7	▲	14.2/23	A	Roseanne
9	▲	13.8/23	N	A Different World
10	▲	13.7/24	N	Cosby
10	▲	13.7/24	N	Unsolved Mysteries
12	▲	13.1/26	A	Full House
12	▼	13.1/22	C	Murphy Brown
14		12.7/21	C	Movie: Jesse
14	▲	12.7/21	C	Murder, She Wrote
16	▲	12.4/21	A	Coach
16	▼	12.4/22	N	Matlock
16		12.4/21	N	Wings
16		12.4/25	N	Working It Out Prev.
20		12.1/21	A	Family Matters Spec.
20	▼	12.1/22	A	Who's the Boss?
22	▼	12.0/20	A	Doogie Howser, M.D.
22		12.0/25	N	Golden Girls Spec.
25	▲	11.7/20	C	Movie:Innocence
26	▼	11.6/20	A	Growing Pains
27	▼	11.3/20	N	Movie: Spies Like Us
28	▲	11.2/18	F	Married...With Children
28		11.2/21	N	Parenthood Prev.
30	▼	11.1/18	N	Heat of the Night
31		10.9/21	A	Sat. Morning Prev.
32		10.6/20	N	Real Life w J. Pauley
32	▼	10.6/20	A	Wonder Years
34	▼	10.5/20	C	Face to Face w C. Chung
35	▲	10.4/18	A	Movie:Shop of Horrors
36	▲	10.3/17	A	Anything But Love
36	▼	10.3/18	N	Hunter
36	▲	10.3/19	A	Primetime Live
39	▲	10.2/17	F	In Living Color
40		10.1/18	N	Greatest Prac. Jokes
41		9.9/19	C	Top Cops
42		9.5/15	F	Cops-Sun.
42		9.5/17	A	Macgyver
44	▼	9.4/18	C	Major Dad
45	▼	9.3/16	C	Jake and The Fatman
46		9.2/18	C	Movie: Night Walk
46	▼	9.2/17	A	Perfect Strangers
48	▼	9.0/16	C	Doctor, Doctor
49		8.8/17	N	Night Court-1Hr.
50	▲	8.7/15	A	Father Dowling
50	▲	8.7/16	N	Movie:Fight/Jenny
52		8.6/16	C	Armed and Dangerous
53		8.5/16	A	Koppel Report
55	▼	8.1/14	A	Young Riders
56		7.9/14	C	Rescue: 911
57	▼	7.7/14	A	New Attitude
58	■	7.6/14	F	Parker Lewis
59		7.5/13	A	Movie:Betty Ford Story
60		7.4/13	C	48 Hours
61		7.2/14	A	Amer. Funniest Videos
61	▲	7.2/13	A	thirtysomething
63	■	6.9/14	F	Amer. Most Wanted
64	■	6.8/13	F	True Colors
65		6.8/13	F	Parker Lewis Prev. 2
66	▲	6.4/13	A	Super Jeopardy!
67	▲	6.3/12	F	Cops
69		6.0/10	N	Disney: Polly
69		6.0/12	C	Rescue: 911 Spec.
71	▲	5.9/12	N	Quantum Leap
72		5.8/11	A	Life Goes On
72	▼	5.8/11	A	Twin Peaks
74		5.6/10	C	Garfield
75	■	5.5/10	F	DEA
76		5.2/9	F	DEA-Sun.
77		5.1/9	C	News Spec.:Ed. Crisis
78		4.9/9	C	B. Bunny-Amer. Hero
79	▲	4.8/10	F	Totally Hidden Video
80		4.6/9	F	Haywire
81	▲	4.5/8	F	Glory Days
82		4.4/9	C	Phil Collins
83		4.3/8	C	Newhart Spec.
84		3.9/7	F	21 Jump Street
85	▲	3.7/6	F	Alien Nation
86		3.3/6	F	Amer. Chronicles

FREEZE FRAMES: Syndication Scorecard * **Week ended Sept. 2**

Rank	Program (Syndicator)	Rtg	Stns	Covg
1	Wheel of Fortune, syn. (King World)	11.9	232	97
2	Jeopardy! (King World)	10.7	220	99
3	Oprah Winfrey (King World)	8.4	217	99
4	Cosby Show (Viacom)	7.8	223	97
4	Star Trek: Next Generation (Paramount)	7.8	223	97
6	Current Affair (20th Century Fox TV)	7.7	194	97
7	Entertainment Tonight (Paramount)	7.0	179	96
8	Wheel of Fortune, wknd. (King World)	6.8	207	91
9	Donahue (Multimedia)	5.7	230	99
10	Mary Hart Special (Paramount)	5.1	168	93
11	Geraldo (Tribune)	5.0	188	98
12	Inside Edition (King World)	4.9	125	84
13	Case Of The Sinister Spirit (Viacom)	4.8	114	82
13	Chip 'N' Dale (Buena Vista)	4.8	180	96
15	People's Court (Warner Bros Domestic TV)	4.7	182	89

* Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research.

CHANGING HANDS

This week's tabulation of station and system sales ($250,000 and above)

KTIM-AM-FM **Wickenburg, Ariz.** □ Sold by Kenyon Communications Inc. to Interstate Broadcasting Systems of Arizona Inc. for $1 million. Price includes $120,000 deposit, $680,000 cash at closing and $200,000 note payable in five years. Stations went on air in January 1968 and December 1983 respectively. **Seller** is headed by Willard and Suzy Lochridge and has no other broadcast interests. **Buyer** is headed by Paul J. and Joyce K. Toberty, who have interest in KRDS(AM) Tolleron, Ariz., and KYMS-FM Santa Ana, Calif. KTIM simulcasts FM program on 1250 khz with 1 kw day and 202 w night. KTIM-FM has C&W format on 105.5 mhz with 3 kw and antenna 100 feet above average terrain.

WCVG(AM) **Covington, Ky.** □ Sold by Richard L. Plessinger Sr. to Miken Broadcasting Co. for $750,000. Total is due in cash at closing. Station was acquired in 1987. **Seller** has interest in WJOJ(AM) Milford and WAXZ-FM Georgetown, both Ohio, and WOYS(FM) Apalachiola, Fla. **Buyer** is headed by Kenneth R. Hall, Michael S. Freeman and William F. Maltbie III and has no other broadcast interests. KCVG has rock-oriented CHR format on 1320 khz with 500 w day and 69 w night.

WBLA(AM)-WGQR(FM) **Elizabethtown, N.C.** □ Sold by WCTN Inc. to Sound Business Inc. for $550,000. Price includes $20,000 deposit, $90,000 cash at closing and $440,000 promissory note payable in 10 years at 10%. Stations were acquired in June 1989 for $223,000. **Seller** is headed by Gerald Waters and has interest in WBZB(AM) Selma, N.C. **Buyer** is headed by Lee W. Hauser and Arthur S. Deberry, and has no other broadcast interests. WBLA is daytimer with oldies format on 1440 khz with 5 kw day. WGQR(FM) is on 105.7 mhz: 3 kw and antenna 387 feet above average terrain.

PROPOSED STATION TRADES

By volume and number of sales

Last Week:
AM's □ **$2,154,000** □ **5**
FM's □ **$610,000** □ **3**
AM-FM's □ **$1,550,000** □ **2**
TV's □ **$000,000** □ **0**
Total □ **$4,214,000** □ **10**
Year to Date:
AM's □ **$82,486,077** □ **194**
FM's □ **$391,490,062** □ **186**
AM-FM's □ **$334,922,198** □ **171**
TV's □ **$765,191,900** □ **77**
Total □ **$1,566,190,237** □ **640**

For 1989 total see Feb. 5, 1990 BROADCASTING.

WQTR(FM) **Lake City, S.C.** □ Sold by Florence County Broadcasting Co. to Wiggins Broadcasting Co. for $500,000. Station was acquired in Jan. 1989. **Seller** is subsidiary of Suburban Radio Group and is headed by William R. Rollins and Robert Hilker and has interest in WABZ-FM Albemarle, N.C.; WJOT(AM) Lake City, S.C.; WVVV(FM) Blacksburg and WJJJ(AM) Christianburg, both Virginia, and recently sold WSTX-AM-FM Christiansted, St. Croix, V.I., to Family Broadcasting Inc. for $525,000 ("Changing Hands," May 28). **Buyer** is headed by John Wiggins and has interest in WULF(AM)-WKXH-FM Alma, Ga. WQTR(FM) has country format on 100.1 mhz with 1.3 kw and antenna 482 feet above average terrain. *Broker: The Connelly Co.*

WDKC(AM) **Fort Pierce, Fla.** □ Sold by Treasure Coast 1330 Corp. to Indian River Wireless Inc. for $425,000. Station was acquired in March 1989 for $824,000 ("Changing Hands," March 5). Price includes $10,000 deposit, $15,000 cash at closing and $400,000 promissory note payable in 30 years at 11%. **Seller** is headed by Edward G. Enns, Bruce R. Abernethy, Michael J. Brown, Richard K. Davis, Maltby F. Watkins, Frank H. Fee III and Richard B. Hellstrom, and has no other broadcast interests. **Buyer** is headed by Dennis R. Linsin and Jeffrey C. Hennig, and has no other broadcast interests. WDKC has country format on 1330 khz with 5 kw day and 1 kw night.

KNRY(AM) **Monterey, Calif.** □ Sold by Southern California Broadcasting Co. to Kerry L. McArthur for $400,000. Price includes $50,000 deposit with balance due in cash at closing. Station was acquired in May 1982. **Seller** is headed by Fred S. and Ronald W. Beaton, and has interest in KIEV(AM) Glendale, Calif. **Buyer** is California-based air personality who most recently worked at KBBY(FM) Ventura, Calif. KNRY is fulltimer with talk, sports and news format on 1240 khz with 1 kw.

WMPS(AM) **Millington, Tenn.** □ Sold by Good News Broadcasting Co. to David Grayson Life Changing Ministries for $295,000. Total is promissory note payable in 10 years at 10%. Station was acquired in Oct. 1989 for $100,000. **Seller** is headed by John David Acker and has no other broadcast interests. **Buyer** is headed by David and Delores Grayson, Debra Weston, Nicole Cumberbatch and David W. Grayson Jr. and has no other broadcast interests. WMPS has talk format on 1380 khz with 2.5 kw day and 1 kw night.

WFXP(AM) **Gulf Breeze, Fla. (Pensacola)** □ Sold by Mainstreet Broadcast Group to Media One Communications Inc. for $284,000. Station was acquired in June 1986 for $325,000. Seller is headed by Sam Showah and has no other broadcast interests. Buyer is headed by Robert Hill and has no other broadcast interests. WFXP(AM) has Pure Gold format on 980 khz with 2.5 kw day and 1 kw night. *Broker: The Connelly Co.*

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FOR THE RECORD

As compiled by BROADCASTING from Sep 4 through Sep 10 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; aur.—aural; aux.—auxiliary; ch.—channel; CH—critical hours; chg.—change; CP—construction permit; D—day; DA—directional antenna; Doc.—Docket; ERP—effective radiated power; Freq—frequency; HAAT—height above average terrain; H&V—horizontal and vertical; khz—kilohertz; kw—kilowatts; lic.—license; m—meters; mhz—megahertz; mi.—miles; MP—modification permit; mod.—modification; N—night; pet. for recon.—petition for reconsideration; PSA—presunrise service authority; pwr.—power; RC—remote control; S-A—Scientific-Atlanta; SH—specified hours; SL—studio location; TL—transmitter location; trans.—transmitter; TPO—transmitter power output; U or unl.—unlimited hours; vis.—visual; w—watts; *—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. One meter equals 3.28 feet.

OWNERSHIP CHANGES

Applications

■ **KTIM-AM-FM Wickenburg, AZ** (AM: BAL900827ED; 1250 khz; 1 kw-D, 202 w-N; FM: BALH900827EE; 105.5 mhz; 3 kw; ant. 100 ft.)—Seeks assignment of license from Kenyon Communications Inc. to Interstate Broadcasting Systems of Arizona Inc. for $1 million. Seller is headed by Willard and Suzy Lochridge and has no other broadcast interests. Buyer is headed by Paul J. and Joyce K. Toberty, who have interest in KRDS(AM) Tolleron, AZ, and KYMS-FM Santa Ana, CA. Filed Aug. 27.

■ **KNRY(AM) Monterey, CA** (BAL900822EE; 1240 khz; 1 kw-U)—Seeks assignment of license from Southern California Broadcasting Co. to Kerry L. McArthur for $400,000. Seller is headed by Fred S. and Ronald W. Beaton, and has interest in KIEV(AM) Glendale, CA. Buyer has no other broadcast interests. Filed Aug. 22.

■ **WDKC(AM) Fort Pierce, FL** (BAL900824EA; 1330 khz; 5 kw-D, 1 kw-N)—Seeks assignment of license from Treasure Coast 1330 Corp. to Indian River Wireless Inc. for $425,000. Seller is headed by Edward G. Enns, Bruce R. Abernethy, Michael J. Brown, Richard K. Davis, Maltby F. Watkins, Frank H. Fee III and Richard B. Hellstrom, and has no other broadcast interests. Buyer is headed by Dennis R. Linsin and Jeffrey C. Hennig, and has no other broadcast interests. Filed Aug. 24.

■ **WCVG(AM) Covington, KY** (BAL900823EB; 1320 khz; 500 w-D, 69 w-N)—Seeks assignment of license from Richard L. Plessinger Sr. to Miken Broadcasting Co. for $750,000. Seller has no other broadcast interests. Buyer is headed by Kenneth R. Hall, Micheal S. Freeman and William F. Maltbie III, and has no other roadcast interests. Filed Aug. 23.

■ **KOH(AM)-KSXY(FM) Reno, NV** (AM: BAL900824EE; 630 khz; 5 kw-D, 1 kw-N; FM: BALH900824EF; 101.7 mhz; 1.3 kw; ant. 426 ft.)—Seeks assignment of license from Modern Broadcasting Corp. to Lobster Communications Corp. for $2 million ("Changing Hands," Sept. 10). Seller is headed by Sidney and Vera Stern, husband and wife, and has no other broadcast interests. Buyer is headed by W. Richard Green, Donna M. Crosson, William E. Boeing Jr. and Douglas D. Kahle, and has no other broadcast interests. Filed Aug. 24.

■ **WBLA(AM)-WGQR(FM) Elizabethtown, NC** (AM: BAL900827EA; 1440 khz; 5 kw-D; FM: BAPH900827EB; 105.7 mhz; 3 kw; ant. 387 ft.)—Seeks assignment of license from WCTN Inc. to Sound Business Inc. for $550,000. Seller is headed by Gerald Waters and has interest in WBZB(AM) Selma, NC. Buyer is headed by Lee W. Hauser, Arthur S. Deberry, M. Elaine Dibner, Nancy L. Hauser and Martha D. Deberry, and has no other broadcast interests. Filed Aug. 27.

■ **WMPS(AM) Millington, TN** (BAL900824ED; 1380 khz; 2.5 kw-D, 1 kw-N)—Seeks assignment of license from Good News Broadcasting Co. to David Grayson Life Changing Ministries for $295,000. Seller is headed by John David Acker and has no other broadcast interests. Buyer is headed by David and Delores Grayson, Debra Weston, Nicole Cumberbatch and David W. Grayson Jr., and has no other broadcast interests. Filed Aug. 24.

■ **WLOW(FM) Bluffton, SC** (BTCH900822GK; 106.9 mhz; 50 kw; ant. 492 ft.)—Seeks assignment of license from DHA Broadcasting Inc. to W. Lee Simmons for $100,000. Seller is headed by Dorothy Aranda and W. Lee Simmons and has no other broadcast interests. Buyer has no other broadcast interests.

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,979	247	5,226
Commercial FM	4,308	867	5,175
Educational FM	1,430	282	1,712
Total Radio	10,717	1,396	12,118
Commercial VHF TV	550	19	569
Commercial UHF TV	552	185	737
Educational VHF TV	124	4	128
Educational UHF TV	226	20	246
■ Total TV	1,452	233	1,680
VHF LPTV	300	205	505
UHF LPTV	457	1,508	1,965
■ Total LPTV	757	1,713	2,470
FM translators	1,849	290	2,139
VHF translators	2,732	116	2,848
UHF translators	2,223	401	2,624

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

Broadcasting Sep 24

Incorporating Broadcasting / Cable

59th Year 1990

TELEVISION / 36
ABC wins most Emmies; CBS ahead in early returns from week one

CABLE / 43
Showtime Movie Channel to institute rate increases next March

RADIO / 60
DAB, demo-targeting key issues in Boston; Birch summer numbers

WASHINGTON / 77
Commenters square off on FCC's proposed renewal settlement caps

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Vol. 119 No. 13

RTNDA
Journalism's critical mass convenes in California

Broadcasting ■ Sep 24

THIS WEEK

23 / JEOPARDY

Cable regulation legislation appears in trouble, due to the Bush administration's opposition, its continuing controversy on Capitol Hill and time. National Association of Broadcasters throws its political capital elsewhere.

25 / FIN-SYN OPTIONS

A "staff draft" of what will become the FCC's first attempt at crafting new financial interest and syndication rules has begun circulating among the commissioners. It will try to balance the competing interest of the broadcast networks and program producers, and includes a variety of proposals for revamping the rules, including those proffered by the NTIA, the Writer's Guild and Fox Broadcasting.

26 / GOOD HOUSEKEEPING

FCC Chairman Al Sikes said last week that the commission will initiate an "attic-to-basement review of our current regulations in broadcasting" next spring. It is an effort, he said during a gathering of the International Radio and Television Society in New York, that will insure continued "diversity" in the domestic and international broadcasting arenas.

31 / JOURNALISM: STATE OF THE ART

BROADCASTING's special report follows the latest trends in broadcast journalism as news directors look beyond the traditional newscast to best the competition. Among the early solutions: partnerships of broadcast and cable outlets; specialized, viewer-friendly, profit-making programing, and state-of-the-art technology for local and network news operations in radio, broadcast TV and cable.

46 / RTNDA MENU

The expansion of network satellite news feed services and the growing number of broadcast-cable regional news channels are among the major topics to be addressed at this year's Radio-Television News Directors Association international conference and exhibition in San Jose, Calif. (Sept. 24-27). Additionally, NBC plans to officially unveil its 1991 launch of NBC News Channel, its 24-hour news feed service for affiliates. ABC will likely finalize a similar startup plan with its station executives.

48 / THE EMMY GOES TO...

ABC led all entrants with 22 prime time Emmy Awards, although its critically acclaimed *Twin Peaks* received only two statuettes, both in technical categories. (It was the most heavily nominated series with 14.) NBC was second with 18 awards and CBS had 14. Fox, which aired the ceremony, tied the Public Broadcasting Service with nine. Among the cable services, HBO was the big winner, capturing eight of the 10 Emmys given out to that medium.

49 / STRONG START

As it did last year, CBS began this year's television season by getting good sampling for its most heavily promoted Monday night comedies and winning the night. In addition to receiving good numbers for its new series, the network also got record numbers from its returning Monday night shows *Major Dad*, *Murphy Brown* and *Designing Women*. NBC rebounded on Tuesday, however, winning the night; CBS was second, and ABC finished third.

50 / EXPANDED VIEW

WSVN-TV Miami dropped its live, nightly crime report, *Crime Check*, in the wake

Journalism special: Merging technology with talent

of criticism from a coalition of community black leaders. The new program will have a "broader approach," according to news director Patricia Clemm, who denies singling out blacks for coverage.

53 / CABLE RATE HIKE

Effective next March, Showtime and The Movie Channel are increasing their rates, a jump that could raise some affiliate license fees by as much as 10%-11%. The increase will bring Showtime's rate closer to HBO's.

56 / WORLD VIEW

Western Europe remains the prime territory for cable expansion over the next few years, according to a panel of worldwide players at the Eastern Cable Show.

60 / RADIO '90: ABUZZ WITH DAB

The convention talk at Radio 1990 in Boston was focused both on the future—specifically digital audio broadcasting and the prospects it holds for the industry—as well as the present, in the form of the Bush administration's proposed 5% spectrum tax. While some operators realized for the first time that the speculative boom is over, others set their sights on management and programing concerns and how to cope with the changing demographic shifts and consumer trends of the 1990's.

The Emmy winner's (page 48)

69 / URBAN BOOST IN BIRCH

Urban-formatted stations continue to fare well in major markets, according to the Birch Radio summer survey of the top 10 stations in the top 10 markets.

71 / SLUGGISH SCATTER

Fourth-quarter scatter for the three major broadcast networks is nonexistent, as advertisers wait to see what happens in the Middle East in particular and the economy in general. Some networks may move clients up from November and December to fill gaps in October. Prime time and evening news appear to be dayparts hurting the most.

77 / SETTLING SETTLEMENTS

The two dozen or so comments filed at the FCC on the commission's proposals to modify its policy on settlement agreements and the expedient resolutions of comparative hearing cases, indicate a divided Fifth Estate. Not only were various segments of the broadcast community divided, but some groups, such as the Federal Communications Bar Association, had internal disagreement over the issue.

Turn On the Future!
BOSTON
RADIO 1990

Radio '90 wrapup (page 60)

80 / ANTI-PIRACY TACTICS

As the satellite TV industry attempts to fight signal theft by upgrading old and, in some cases, adopting new descrambling hardware, it also has put together a nationwide infrastructure of investigators to fight pirates in the courts. The Anti-Piracy Task Force, meeting at Satellite Broadcasting & Communications Association headquarters last week, began to debate how much it is willing to spend next year to unleash targeted sweeps by a network of former FBI agents against an estimated 5,100 satellite equipment dealers involved in piracy.

82 / CABLE-TELCO REVIEW

Britain's cable television industry and the North American telcos and cable operators that are about to invest billions in its future are being swept into a pending review of British telecommunications policy. The UK government's so-called duopoly review, beginning in November, could be a potential help or hindrance to cable growth.

103 / STEADY AS HE GOES

RTNDA outgoing chairman Tom Bier has been the guiding hand in a year of transition at the association. The WIS-TV news director has helped establish RTNDA president David Bartlett as the voice of news directors, while managing the board and keeping his station number one in the ratings.

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Broadcasting
■ Cable

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RATINGS ROUNDUP

ABC won the last week of the 52-week broadcast year, snapping NBC's 17-week streak. Although CBS claimed the week's top show with *60 Minutes*, ABC, which finished the season in second, was paced by strong premieres of *America's Funniest Home Videos* (ranked second), *Monday Night Football* (third) and *Doogie Howser, M.D.* (seventh). In fact, the network had six of the top 10 shows for the week, with three of them in the home video vein that proved gold for the network at the end of last season (two *Funniest Video*'s and an *America's Funniest People* spin-off). Two of the top 10 spots went to movies, with ABC's airing of the Clint Eastwood theatrical, "Sudden Impact," and NBC's made-for-TV movie, *Joshua's Heart*, tying for ninth place.

In the ongoing *Cosby* vs. the *Simpsons* match-up, NBC's veteran continued to outpace Bart, Fox's new kid on the block, scoring a 13.9/24 for 15th place, compared to *The Simpson's* 9.8/17 for 45th place. The Emmy awards telecast on Fox ranked 58 for the week, but was still the network's third highest rated show behind *Simpsons* and *Babes* at 49. Other Fox programs occupied the bottom 11 spots for the week.

ABC scored well with its premiere of the critically acclaimed drama, *Gabriel's Fire*, starring James Earl Jones. The program was ranked 13th, with a 14.3/26 for its initial Wednesday 10 p.m. airing. It also ranked 51st for its repeat broadcast the next night.

For the week of Sept. 10-16, ABC averaged an 11.9 rating/21 share, NBC scored a 10.9/19 and CBS averaged a 10.6/19.

For the year, NBC finished first with a 13.1/23 average, ahead of ABC with an 11.5/20 and CBS's 11.1/19. The bad news for NBC is that it lost 8% of its audience from the 1988-89 audience totals, while CBS lost 3% over the same time and ABC only lost 1%.

Week 51 **Sept. 10–Sept. 16**

1st column tells rank. 2nd column tells position compared to last week. ▼-Down in rank from last week. ▲-Up in rank from last week. ■-Premiere broadcast. 3rd column tells rating. 4th column tells network. 5th column tells show

1	▲	18.4/34	C	60 Minutes
2	▲	18.2/30	A	Amer. Funniest Videos
3		18.0/32	A	Monday Night Football
4	▼	16.7/28	N	Cheers
5		16.4/26	A	Amer. Funniest People
5	▲	16.4/26	C	Murder, She Wrote
7		15.8/26	A	Amer. Funn. Video:Inside
7	▲	15.8/26	A	Doogie Howser, M.D.
9	▲	15.6/26	A	Movie:Sudden Impact
9	▲	15.6/26	N	Movie:Joshua's Heart
11	■	14.9/27	C	Knots Landing
12		14.3/27	N	Empty Nest
13		14.3/26	A	Gabriel's Fire Spec.
14	▼	14.1/25	N	Unsolved Mysteries
15	▼	13.9/24	N	Cosby
16	▼	13.7/25	N	Golden Girls
17	■	13.6/24	N	Fresh Prince of Bel Air
17	■	13.6/22	A	Head of The Class
19	▲	13.5/23	A	Growing Pains
20	▼	13.4/26	A	Full House
21		13.3/22	N	Wings Pt.1
22		13.2/26	N	Bob Hope: It's Only Me
23	▼	13.1/23	N	Matlock
24		12.8/21	C	Lenny Spec.
25	▲	12.6/21	C	Jake and The Fatman
26	▼	12.4/19	C	Designing Women
26		12.4/20	N	Ferris Bueller Prev.
26	▼	12.4/22	A	Who's The Boss?
29	▼	12.3/21	N	A Different World
29	▼	12.3/19	C	Murphy Brown
31	▲	12.1/22	A	Wonder Years
32	▲	11.9/20	C	48 Hours
33		11.7/22	A	Family Matters
34		11.6/20	C	Rescue:911
35	▲	11.3/21	C	Top Cops
35		11.3/20	C	Uncle Buck Spec.
37	▼	11.1/19	A	Roseanne
38	▼	11.0/22	A	20/20
39		10.7/21	A	Jennings Report:Iraq
40	▲	10.6/20	A	Perfect Strangers
41		10.4/19	N	Law and Order Prev.
42		10.2/17	N	Fanelli Boys
43		10.0/17	C	Family Man Spec.
44	■	9.9/17	C	Movie:E.A.R.T.H. Force
45	▲	9.8/17	F	Simpsons
46	▼	9.6/16	C	Face to Face w C. Chung
47	▼	9.2/17	A	Primetime Live
48	▲	9.1/15	N	My Boyfriend's Back
49	■	9.0/15	F	Babes
49	▲	9.0/16	A	Life Goes On
51		8.9/15	A	Gabriel's Fire Spec.
52		8.8/15	N	Dear John
52		8.8/14	N	Unsolved Mysteries
54	▲	8.5/16	A	Twin Peaks
55		8.4/18	C	College F'ball Primetime
55		8.4/16	N	Wings Pt.2
57		8.3/14	C	Designing Women:Finest
58		8.2/14	F	42 Annual Emmy Awards
59	▼	8.0/15	C	Movie:Roxanne
59		8.0/16	C	Hogan Family
61	▼	6.9/14	A	Father Dowling
61		7.9/15	N	Night Court Spec.
63	▼	7.7/14	A	Macgyver
64		7.5/12	C	Democratic Response
65		7.4/14	A	Young Riders Spec.
66	▼	7.3/13	N	Hunter
67		7.2/14	N	Hull High Prev.
67		7.2/14	N	Midnight Caller
67		7.2/16	N	News Spec: Kids/Sports
70	■	7.1/15	C	Family Man
70		7.1/13	N	Super Bloopers & Jokes
72		6.9/13	C	Tiny Toons Adventure
73		6.8/12	C	National Crime Test
74	▼	6.7/13	N	Quantum Leap
75		6.6/13	A	Fall Preview Spec.
76		6.2/12	C	Mutant Ninja Turtles
77	▼	6.1/12	F	Amer. Most Wanted
78	▼	5.2/10	F	Cops
79	▼	5.1/9	F	Parker Lewis
80	▼	5.0/9	F	DEA
80	▼	5.0/9	F	True Colors
82	▼	4.5/9	F	Totally Hidden Video
83	▼	4.3/8	F	Haywire
84		3.6/6	F	21 Jump Street
85	▲	3.3/6	F	Amer. Chronicles
86	▼	3.0/5	F	Alien Nation
86	▼	3.0/5	F	Glory Days

URBAN STATIONS GAIN IN BIRCH SUMMER SURVEY

Format now holds top slot in four of top 10 markets, comes in second in two others; CHR posts strong gains in Chicago and Dallas-Ft. Worth

The urban format continued to fare well under Birch Radio's call-out retrieval methodology and overall growing audience appeal, as the format claimed victory (adults 12-plus, Monday-Sunday, 6 a.m.-midnight) in four of the top 10 markets. Urban stations finished second in two other markets, and in Los Angeles, Evergreen's urban outlet—KKBT(FM)—continues to make impressive audience gains, pushing the station up to the number-three slot.

Some Birch highlights:

■ In New York, Urban-formatted WRKS(FM) added close to a share point to finish at number one, to outdistance its closest competitor, WQHT(FM), which picked up half a point to finish at 5.8.

■ CHR-formatted KIIS-AM-FM and KPWR(FM) Los Angeles each dropped close to a full point, both of which evidently were picked up by Evergreen's KKBT(FM), which climbed from a 3.9 in the spring survey to a 6.0 in the summer. KLOS(FM) also gained half a point, while talk-formatted KABC(AM) slipped from 5.0 to 4.3.

■ Urban-formatted WGCI(FM) Chicago, which finished on top last survey, finished in second place this time around, largely due to the power of dance-oriented CHR WBBM-FM, which jumped from a 7.1 to a 10.4.

■ Philadelphia urban WUSL(FM) jumped more than a full point to slide into the top slot, while AOR-formatted WMMR(FM) slid into second. Classic rock gained strength as WYSP(FM) jumped from sixth place to third, finishing out the summer with a 7.2.

■ In Dallas, KHYI(FM) appears to be winning the CHR race, gaining more than two points to jump into second place, well ahead of competitor KEGL(FM), which remains mired in eighth with a 4.8. The market leader still is country-formatted KSCS(FM), which finished slightly down but still on top with an 8.9.

■ Washington's Urban-edged CHR-formatted WPGC(FM) continues to hang on to number one with a 10.4, almost four points ahead of it's closest rival, urban-formatted WKYS(FM), which finished with a 6.7. **—REB**

BIRCH'S TOP 10

Station	*Format*	*Spring '90*	*Summer '90*
NEW YORK			
WRKS(FM)	Urban	6.3	7.1
WQHT(FM)	CHR	5.3	5.8
WHTZ(FM)	CHR	5.4	5.5
WBLS(FM)	Urban	5.0	5.2
WNEW-FM	AOR	5.3	5.2
WCBS-FM	Oldies	4.5	4.9
WXRK(FM)	AOR	3.3	4.2
WLTW(FM)	Soft AC	4.0	3.7
WOR(AM)	Talk	3.7	3.7
WPAT-FM	Easy	2.6	3.4
LOS ANGELES			
KIIS-AM-FM	CHR	7.1	6.2
KPWR(FM)	CHR	7.0	6.1
KKBT(FM)	Urban	3.9	6.0
KLOS(FM)	AOR	4.8	5.4
KOST(FM)	Soft AC	5.0	4.8
KROQ-FM	AOR	4.3	4.5
KABC(AM)	Talk	5.0	4.3
KQLZ(FM)	CHR	4.3	4.0
KFWB(AM)	News	2.5	3.3
KTWV(FM)	New AC	3.0	3.2
CHICAGO			
WBBM-FM	CHR	7.1	10.4
WGCI-FM	Urban	10.7	10.2
WGN(AM)	MOR/Talk	7.5	7.8
WCKG(FM)	CR	4.8	5.7
WLUP-FM	AOR	4.9	4.1
WVAZ(FM)	Black/AC	6.6	3.7
WUSN(FM)	Ctry	3.4	4.1
WBBM(AM)	News	4.2	3.9
WKQX(FM)	CHR	3.3	3.4
WXRT(FM)	AOR	4.0	3.3
WYTZ(FM)	CHR	3.4	3.3
SAN FRANCISCO/SAN JOSE			
KMEL(FM)	CHR	8.4	9.1
KGO(AM)	N/T	6.6	6.8
KRQR(FM)	AOR	3.6	4.5
KNBR(AM)	AC	2.4	4.2
KITS(FM)	Rock	2.9	3.8
KSOL(FM)	Urban	3.8	3.8
KCBS(AM)	News	4.3	3.5
KIOI(FM)	AC	3.9	3.3
KSFO(AM)	CR	1.9	3.1
KFRC(AM)	Nost.	2.8	2.8
PHILADELPHIA			
WUSL(FM)	Urban	9.0	10.3
WMMR(FM)	AOR	9.1	8.2
WYSP(FM)	CR	5.5	7.2
WIOQ(FM)	CHR	7.6	7.0
WEGX(FM)	CHR	5.9	6.4
WPEN(AM)	Nost.	4.2	5.4
KYW(AM)	News	7.2	5.0
WDAS-FM	Urban	4.4	4.7
WXTU(FM)	Ctry	4.0	4.3
WMGK(FM)	AC	3.2	3.8
DETROIT			
WJLB(FM)	Urban	9.6	10.1
WJR(AM)	AC-N/T	7.6	7.5
WHYT(FM)	CHR	7.1	7.2
WDFX(FM)	CHR	5.2	5.9
WLLZ(FM)	AOR	4.8	5.1
WRIF(FM)	AOR	4.1	5.1
WJZZ(FM)	Jazz	5.0	4.8
WWWW(FM)	Ctry	4.5	4.7
WNIC(FM)	AC	4.2	4.1
WWJ(AM)	News	4.0	3.8
DALLAS-FT. WORTH			
KSCS(FM)	Ctry	9.3	8.9
KHYI(FM)	CHR	5.0	7.1
KKDA-FM	Urban	7.0	7.0
KTXQ(FM)	AOR	5.9	6.6
KPLX(FM)	Ctry	6.9	6.5
KVIL-AM-FM	AC	6.5	6.4
KJMZ(FM)	Urban	6.0	6.0
KEGL(FM)	CHR	5.1	4.8
WBAP(AM)	Ctry	3.9	4.4
KDGE(FM)	AOR	1.6	3.5
BOSTON			
WZOU(FM)	CHR	9.9	9.7
WXKS-FM	CHR	8.7	8.4
WBCN(FM)	AOR	6.3	7.3
WRKO(AM)	Talk	5.8	6.9
WBZ(AM)	AC	5.1	5.1
WZLX(FM)	CR	3.5	5.0
WODS(FM)	Oldies	3.6	4.4
WJIB(FM)	Easy	3.4	3.7
WAAF(FM)	CHR	3.4	3.3
WHDH(AM)	AC	4.4	3.2
WASHINGTON			
WPGC-FM	CHR	10.7	10.4
WKYS(FM)	Urban	6.2	6.7
WMZQ-AM-FM	Ctry	5.8	6.2
WAVA(FM)	CHR	5.7	5.5
WGAY(FM)	Easy	4.5	4.9
WHUR(FM)	Urban	4.1	4.3
WMAL(AM)	AC	4.5	4.3
WWDC-FM	AOR	4.5	4.2
WCXR(FM)	CR	4.6	4.1
WRQX(FM)	CHR	3.9	3.9
HOUSTON			
KMJQ(FM)	Urban	9.9	9.9
KIKK-FM	Ctry	9.7	8.1
KLOL(FM)	AOR	8.0	8.0
KILT-FM	Ctry	7.8	7.4
KKBQ-AM-FM	CHR	5.6	5.2
*KHMX(FM)	Mix	3.0	4.2
KLDE(FM)	Oldies	2.4	4.2
KHYS(FM)	Urban	4.2	4.1
KRBE-FM	CHR	4.5	4.1
KTRH(AM)	News	3.6	4.1

Note: CR: Classic rock

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CHANGING HANDS

This week's tabulation of station and system sales ($250,000 and above)

WIOA(FM) San Juan, WIOB(FM) Mayaguez and WIOC-FM Ponce, all Puerto Rico ■ Sold by Radio Americas Corp. to Alfred R. De Arellano III for $3.79 million. Total is due in cash at closing. Stations went on air in March 1961, October 1947 and January 1970, respectively. **Seller** is headed by Gloria M.R. De Arellano and Josefina Z.R. De Arellano, and has interest in Estereotempo Inc., licensee of WQBS(AM) San Juan; WORA(AM) Mayaguez and WPRP(AM) Ponce, all Puerto Rico. Gloria M.R. De Arellano and Josefina Z.R. De Arellano are sisters of Alfred De Arellano III; all are children of Alfredo R. and Esther R. De Arellano Jr., who own Telecino Inc., licensee of WORA-TV Mayaguez, P.R. **Buyer** has interest in Estereotempo Inc. WIOA(FM) has adult contemporary format on 99.1 mhz with 32 kw and antenna 977 feet above average terrain. WIOB(FM) has ballads format on 97.5 mhz with 25 kw and antenna 990 feet above average terrain. WIOC(FM) has ballads format on 105.1 mhz with 9 kw and antenna 150 feet below average terrain.

WBVE(FM) Hamilton, Ohio (Cinncinati) ■ Sold by Reams Broadcasting Corp. to LC Communications Group Ltd. for $3.2 million. Station was acquired in November 1986 for $4.5 million. Earlier sale to Entertainment Communications Inc. (Entercom) for $5.85 million ("Changing Hands," Nov. 6) fell through. **Seller** is headed by Frazer Reams and also owns WCWA(AM)-WIOT(FM) Toledo, Ohio. **Buyer** is headed by Lewis Gibbs, Vince Frugé, Gary Martin and Michael Kromirs. WBVE(FM) has C&W format on 96.5 mhz with 19.5 kw with antenna 810 feet above average terrain. *Broker: Gary Stevens.*

WQBS(AM) San Juan, WORA(AM) Mayaguez and WPRP(AM) Ponce, all Puerto Rico ■ Sold by Estereotempo Inc. to Alfred R. De Arellano III for $900,000 (see WIOC-FM Ponce, P.R., item above). Sale is transfer of shares within company. Price includes $700,000 cash at closing and transfer stock certificates from Ponce Land Inc. WQBS and WORA went on air in March 1961 and Oct. 1947, respectively. WPRP was acquired in 1956. **Seller** is headed by Gloria M.R. De Arellano and Josefina Z.R. De Arellano, who have interest in Radio Americas Corp., licensee of WQBS(AM) San Juan; WORA(AM) Mayaguez and WPRP(AM) Ponce, all Puerto Rico, respectively. **Buyer** has interest in Radio Americas Corp. WQBS is fulltimer with Spanish pop format on 630 khz with 5 kw. WORA is fulltimer with Spanish pop format on 760 khz with 5 kw. WPRP is fulltimer with Spanish pop format on 910 khz with 5 kw.

PROPOSED STATION TRADES

By volume and number of sales

Last Week:
AM's □ **$2,304,682** □ **14**
FM's □ **$8,538,000** □ **10**
AM-FM's □ **$162,148** □ **1**
TV's □ **$000,000** □ **0**
Total □ **$11,004,830** □ **25**

Year to Date:
AM's □ **$84,790,759** □ **208**
FM's □ **$400,028,062** □ **196**
AM-FM's □ **$335,084,346** □ **172**
TV's □ **$765,191,900** □ **77**
Total □ **$1,577,195,067** □ **665**

For 1989 total see Feb. 5, 1990 BROADCASTING.

WJTL(FM) Lancaster, Pa. ■ Sold by Joy Public Broadcasting Corp. to Creative Ministries Inc. for $500,000. Price includes $200,000 cash at closing and $300,000 promissory note payable in five years. Station went on in August 1984. **Seller** is headed by Lowell Bush, Mary Lou Denbleyker, Joyce Bush and George Douglas, and is licensee of WJTY(FM) Lancaster, Wis.; KJTY(FM) Topeka, Kans.; WJTL(FM) Lancaster, Pa., and WJTG(FM) Fort Valley, Ga. **Buyer** is headed by Timothy N. and Cheryl Landis, John Smucker, Paul K. Logson and Harry L. Thomas Jr., and has no other broadcast interests. WJTL(FM) has contemporary Christian format on 90.3 mhz with 4.7 kw and antenna 198 feet above average terrain.

WKDR(AM) Plattsburgh, N.Y. ■ Sold by Walter J. Jakubowski to Hometown Broadcasting Inc. for $287,500. Total is due in cash at closing. Station was acquired in August 1986 for $194,000. **Seller** has no other broadcast interests. **Buyer** is headed by Mark C. Johnson, Louis A. Manno, Christopher Santee, Herbert Bloomenthal, Ray Pecor, Anthony Virga, James Condon, Robert Swanson, Robert McGill, Peter C. Johnson and Kevin Ohl, and has no other broadcast interests. WKDR is daytimer with talk format on 1070 khz with 5 kw.

For other proposed and approved sales see "For the Record," page 84.

BROADCASTING WITH OTHER MAJOR INTERESTS

		Closing Wed Sep 19	Closing Wed Sep 12	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
N	(BLC) A.H. Belo	34 3/8	34 3/8		00.00	29	668
N	(AFL) American Family	14 1/2	15 5/8	- 1 1/8	- 07.20	11	1.179
O	(ACCMA) Assoc. Comm.	19 1/4	20	- 3/4	- 03.75	60	359
N	(CCN) Chris-Craft	26 1/8	26 3/8	- 1/4	- 00.94		653
O	(DUCO) Durham Corp.	27	27		00.00	15	228
N	(GCI) Gannett Co.	33 1/8	34 3/8	- 1 1/4	- 03.63	13	5.234
N	(GE) General Electric	56 1/8	62	- 5 7/8	- 09.47	12	50,352
O	(GACC) Great American	2 1/4	3	- 3/4	- 25.00		79
A	(HTG) Heritage Media	3 5/8	3 3/8	1/4	07.40	-8	163
N	(JP) Jefferson-Pilot	37 1/2	38 5/8	- 1 1/8	- 02.91	9	1.378
N	(LEE) Lee Enterprises	22	22 3/8	- 3/8	- 01.67	12	525
N	(LC) Liberty	45	48	- 3	- 06.25	10	384
N	(MHP) McGraw-Hill	47 1/8	49	- 1 7/8	- 03.82	117	2,294
A	(MEGA) Media General	22 3/8	23 3/8	- 1	- 04.27	32	578
N	(MDP) Meredith Corp.	23 3/4	24 3/8	- 5/8	- 02.56	14	436
O	(MMEDC) Multimedia	62 1/8	62	1/8	00.20	18	702
A	(NYTA) New York Times	18 3/8	19 5/8	- 1 1/4	- 06.36	6	1,400
N	(NWS) News Corp. Ltd.	17 1/2	18 3/4	- 1 1/4	- 06.66	11	4.698
O	(PARC) Park Commun.	16 3/8	17 1/4	- 7/8	- 05.07	17	338
O	(PLTZ) Pulitzer Pub.	21 1/2	23 1/4	- 1 3/4	- 07.52	8	225
O	(RTRSY) Reuters	43 1/2	47 7/8	- 4 3/8	- 09.13	20	18,752
O	(STAUF) Stauffer Comm.	135	135		- 00.00	48	144
N	(TMC) Times Mirror	25 3/8	25 1/4	1/8	00.49	13	3.261
O	(TMCI) TM Commun.	1/8	1/8		00.00	-1	
N	(TRB) Tribune Co.	7 3/4	38 3/4	-31	- 80.00	2	512

		Closing Wed Sep 19	Closing Wed Sep 12	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
A	(TBSA) Turner Bcstg.'A'	12 3/4	12 3/4		00.00	-35	633
A	(TBSB) Turner Bcstg.'B'	13 1/8	13	1/8	00.96	-36	353
N	(WPO) Washington Post	233	240 1/8	- 7 1/8	- 02.96	15	2,846

CABLE

		Closing Wed Sep 19	Closing Wed Sep 12	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
A	(ATN) Acton Corp.	7	7 1/2	- 1/2	- 06.66	25	10
O	(ATCMA) ATC	30 1/2	30 1/4	1/4	00.82	31	3,325
A	(CVC) Cablevision Sys.'A'	14 3/4	16 3/4	- 2	- 11.94	-1	327
A	(CTY) Century Comm.	5 5/8	6 1/4	- 5/8	- 10.00	-5	367
O	(CMCSA) Comcast	11 3/8	11 1/4	1/8	01.11	-8	1,283
A	(FAL) Falcon Cable	13 5/8	12 7/8	3/4	05.82	-13	87
O	(JOIN) Jones Intercable	6 1/2	7 1/2	- 1	- 13.33	-3	81
N	(KRI) Knight-Ridder	42 3/8	43 3/8	- 1	- 02.30	12	2,132
T	(RCI.A) Rogers'A'	9 7/8	10 1/2	- 5/8	- 06.00	-17	349
T	(RCI.B) Rogers'B'	6 7/8	6 7/8		00.00	-12	568
O	(TCAT) TCA Cable TV	12	12 1/4	- 1/4	- 02.04	40	290
O	(TCOMA) TCI	11 1/8	10 7/8	1/4	02.29	-14	3,961
N	(TWX) Time Warner	77 5/8	79 1/4	- 1 5/8	- 02.05	-5	4,462
O	(UAECA) United Art.'A'	12 7/8	11 7/8	1	08.42	-12	1,797
O	(UAECB) United Art.'B'	12 7/8	12	7/8	07.29	-12	860
A	(VIA) Viacom	19 3/4	18 3/4	1	05.33	-20	2,107

Standard & Poor's 400	374.05	381.96	-7.91	-2.1	

NABET MEETING WITH AFL-CIO OVER NBC

The National Association of Broadcast Employes and Technicians will meet with the AFL-CIO today (Sept. 24) to discuss the labor dispute between NABET and General Electric-owned NBC. Last month, the network implemented its final offer after the union had twice rejected earlier ones.

In a letter to AFL-CIO President Lane Kirkland, NABET International President James Nolan said that NABET has decided to "utilize, for the present, the AFL-CIO sanctioned 'Inside Game' workplace strategies, preferring to remain on the job rather than strike." Nolan also told Kirkland that NABET is planning a nationwide boycott of NBC, GE, the sponsors who advertise on NBC and their affiliates. NBC does not appear worried.

An AFL-CIO spokesperson said that no formal request for a boycott had been received yet. That may be discussed when NABET meets with the AFL-CIO's dispute committee today. Any boycott probably would not get underway until a decision is reached by the National Labor Relations Board on the unfair labor practice charge that NABET filed, and that decision is not expected until October.

The union also says that the network's offer destroys "jurisdictional guidelines" and puts the jobs of the 12 bargaining units in jeopardy. The Union said that it also wants to substantially increase the number of daily hires to levels far exceeding its competition while paying them at a reduced rate. NBC has 2,373 NABET members.

TV ADVERTISING BY CAR MAKERS: 1ST HALF 1990

Company	*Network*	*% chg*	*Station*	*% chg*
General Motors	$266,274,500	12%	$167,553,200	
Ford	$115,037,400	-4%	$83,117,900	-11%
Chrysler	$123,419,000	43%	$65,080,800	-24%
Toyota	$73,178,000	82%	$89,211,900	36%
Nissan	$75,866,600	236%	$49,790,400	-11%
Honda	$53,572,700	31%	$39,465,600	-4%
Mazda	$34,321,200	77%	$35,868,000	10%
Hyundai	$13,691,300	-49%	$31,432,600	15%
Mitsubishi	$25,910,100	43%	$14,944,100	-14%
Volkswagen	$17,509,500	-15%	$17,930,200	5%
Total	$864,557,000	21%	$640,212,900	-5%

Network television advertising by automobile manufacturers rose 21%, to $865 million in the first half of 1990, while station spending fell 5%, to $640 million. The totals were reported last week by the Television Bureau of Advertising and are based on commercial monitoring and estimated revenue figures compiled by Arbitron's Broadcast Advertisers Reports.

Stations were also hurt by a 17% decline in auto dealership advertising, to $144 million, according to TVB. The above chart shows that network comparisons to the first half of 1989 were better than station comparisons for all but two auto manufacturers, Hyundai and Volkswagen. TVB President James Joyella said in a statement: "Dealers fund their advertising through co-op plans with the factories based on the number of cars sold. When sales are down (as they are now) the advertising dollars are simply not there."

headed by Gloria M.R. De Arellano and Josefina Z.R. De Arellano, respectively (see WQBS[AM] San Juan, PR). Buyer has interest in Estereotempo Inc. and Radio Americas Corp. Filed Aug. 29.

■ **WIOB-FM Mayaguez, PR** (BTCH900829HC: 97.5 mhz: 25 kw: ant. 990 ft.)—Seeks assignment of license from Glorycap Investment Fund Inc. and Josycap Investment Fund Inc. and Glorycap Investment Fund Inc. to alfred R. De Arellano III for $3.79 million. Sellers are headed by Gloria M.R. De Arellano and Josefina Z.R. De Arellano, respectively. Buyer has interest in Estereotempo Inc. and Radio Americas Corp. Filed Aug. 29.

■ **WPRP(AM) Ponce, PR** (BTC900829EE: 910 khz: 5 kw-U)—Seeks assignment of license from Glorycap Investment Fund Inc. and Josycap Investment Fund Inc. to Alfred R. De Arellano III for $900,000 (sale includes WORA[AM] Mayaguez and WPRP[AM] Ponce, both Puerto Rico). Seller is headed by Gloria M.R. De Arellano and Josefina Z.R. De Arellano, respectively (see WQBS[AM] San Juan, PR). Buyer has interest in Estereotempo Inc. and Radio Americas Corp. Filed Aug. 29.

■ **WIOC-FM Ponce, PR** (BTCH900829HD: 105.1 mhz: 9 kw: ant. -150 ft.)—Seeks assignment of license from Glorycap Investment Fund Inc. and Josycap Investment Fund Inc. to Alfred R. De Arellano III for $3.79 million. Seller is headed by Gloria M.R. De Arellano and Josefina Z.R. De Arellano, respectively. Buyer has interest in Estereotempo Inc. and Radio Americas Corp. Filed Aug. 29.

■ **WQBS(AM) San Juan, PR** (AM: BTC900829EC: 630 khz: 5 kw-U)—Seeks assignment of license from Glorycap Investment Inc. and Josycap Investment Fund Inc. to Alfred R. De Arellano III for $900,000 (sale includes WORA[AM] Mayaguez and WPRP[AM] Ponce, both Puerto Rico). Sellers are headed by Gloria M.R. De Arellano and Josefina Z.R. De Arellano, respectively, and has interest in Estereotempo Inc., licensee of WIOA(FM) San Juan; WIOB(FM) Mayaguez and WIOC(FM) Ponce, all Puerto Rico; Radio Americas Corp., licensee of WQBS(AM) San Juan; WORA(AM) Mayaguez and WPRP(AM) Ponce, all Puerto Rico. Gloria M.R. De Arellano and Josefina Z.R. De Arellano are sisters of Alfred De Arellano III, all are children of Alfredo R. and Esther R. De Arellano Jr., who own all issued and outstanding stock of Telecino Inc., licensee of WORA-TV Mayaguez, PR. Buyer has interest in Estereotempo Inc. and Radio Americas Corp. Filed Aug. 29.

■ **WIOA(FM) San Juan, PR** (BTCH900829HB: 99.9 mhz: 32 kw: ant. 180 ft.)—Seeks assignment of license from Glorycap Investment Fund Inc. to Alfred R. De Arellano III for $3.79 million. Sellers are headed by Gloria M.R. De Arellano and Josefina Z.R. De Arellano, respectively. Buyer has interest in Estereotempo Inc. and Radio Americas Corp. Filed Aug. 29.

■ **KSMX(AM) Walla Walla, WA** (BTC900831EA: 1320 khz: 1 kw-D)—Seeks assignment of license from KMEX Inc. to Ralph and Cheryl Broetje and Barry and Maria Delaluz Jenkins, for undisclosed price. Seller is headed by Barry and Maria Jenkins and Ralph and Cheryl Broetje. Buyers have no other broadcast interests. Filed Aug. 31.

Actions

■ **KLIQ(FM) Shingle Springs, CA** (BALH900712HE: 102.1 mhz: 9.70 kw. ant. 564 ft.)—Dismissed app. of assignment of license from Lobster Communications Corp. to Olympic Broadcasters Inc. for $400,000. Seller is headed by W. Richard Green, John R. McRae and Donna M. Crosson, and has no other broadcast interests. Buyer is headed by Douglas D. Kahle and William E. Boeing Jr., who each own 24.5% of Lobster Communications Corp., and has interest in WBRI(AM) Indianapolis and WXIR(FM) Plainfield, both Indiana; WFIA(AM)-WXLN(FM) Louisville, KY; WABS(AM) Arlington, VA, and KFIA(AM) Carmichael and KQNC(FM) Quincy, both California. Action Aug. 31.

■ **WNUE(AM) Fort Walton Beach, FL** (BAL900417EB: 1400 khz: 1 kw-U)—Granted app. of assignment of license from Smith Radio Inc. to Jerry D. Braswell and H.C. and Carolyn M. Van Buskirk, husband and wife, for $10,000. Seller is headed by Elizabeth Jones Smith. Smith Radio is subsidiary of Smith Broadcasting Inc., which is parent of SJK Inc., licensee of WAAY(AM) Huntsvilee, AL, and Rocket Television Inc., licensee of WAAY(TV) Huntsvilee, AL. Buyers have no other broadcast interests. Action Aug. 30.

■ **WELE(AM) Ormond Beach, FL** (BTC900719EA: 1380 khz: 5 kw-D, 2.5-N)—Granted app. of assignment of license from Wings Communications Inc. to Wings Communications Inc. for $175,000. Seller is headed by Douglas Wilhite. Buyer is headed by Douglas Whilhite, who is GM and owns 50% of Wings Radio Co., licensee of WSSA(AM) Morrow, GA. Action Aug. 31.

■ **WBTR-FM Carrollton, GA** (BALH900702GJ: 92.1 mhz: 580 W: ant. 635 ft.)—Granted app. of assignment of license from Carroll County Media Inc. to Reliance Broadcasting Inc. for $1.115 million. Seller is headed by Dallas M. Tarkenton, who has interest in Tarkenton Broadcasting Co., licensee of WJGA(FM) Jackson, Ga. Buyer is headed by Sheldon and Paula Davis, Jeffrey Davis, F.J. Damewood III and Kenneth L. Bazzle, and has no other broadcast interests. Action Aug. 29.

■ **WYZQ(AM) Hazard, KY** (BTC891026EG: 1560 khz: 1 kw-D)—Granted app. of license from Donald J. Toler to John Earl Edwards to for $97,500. Seller has no other broadcast interests. Buyer is headed by John Earl Edwards, Colin Kelly Cox and Kenneth R. Finnission and has no other broadcast interests. Action Aug. 30.

■ **WKLA-AM-FM Ludington, MI** (AM: BAL900712HF: 1450 khz: 1 kw-D, 250 w-N: FM: BALH900712HG: 106.3 mhz: 3 kw: ant. 298 ft.)—Granted app. of assignment of license from WKLA Inc. to Chickering Associates Inc. for $450,000. Seller is headed by R. Thomas and Ann Plank, husband and wife, and has no other broadcast interests. Buyer is headed by John E. Chickering and has no other broadcast interests. Action Sept. 4.

■ **KQAQ(AM) Austin, MN** (BTC900703EA: 970 khz: 5 kw-D, 500 w-N)—Granted app. of assignment of license from S&D Broadcasting to James R. Anderson for $345,000. Seller is headed by Steven J. Potter, Darrell Solberg, Larry W. Edwards and James W. Hall. Solberg has interest in WNNO-AM-FM Wisconsin Dells, WI. Edwards has interest in WMT-AM-FM

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,979	247	5,226
Commercial FM	4,308	867	5,175
Educational FM	1,430	282	1,712
Total Radio	10,717	1,396	12,118
Commercial VHF TV	550	19	569
Commercial UHF TV	552	185	737
Educational VHF TV	124	4	128
Educational UHF TV	226	20	246
■ **Total TV**	1,452	233	1,680
VHF LPTV	300	205	505
UHF LPTV	457	1,508	1,965
■ **Total LPTV**	757	1,713	2,470
FM translators	1,849	290	2,139
VHF translators	2,732	116	2,848
UHF translators	2,223	401	2,624

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

Broadcasting ⚡ Oct 1

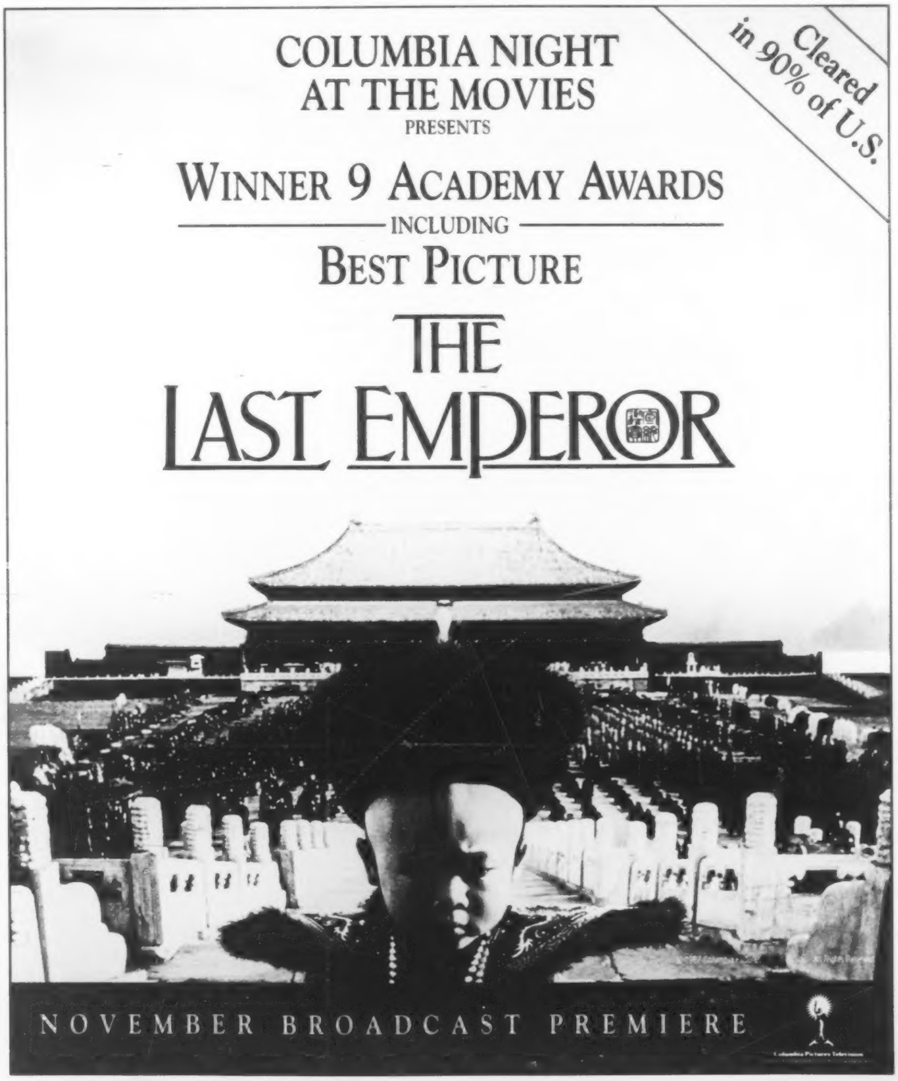
Incorporating Broadcasting / Cable 59th Year 1990

TELEVISION / 36
Tribune takes Rivers, Geraldo in-house PBS wins with 'War'

RADIO / 41
KKBT(FM)'s urban sound moves it closer to lead in L.A.

WASHINGTON / 59
High-definition television bill is tabled, but closed captioning law is likely

CABLE / 68
DBS, cable bill talk of towns in Atlantic City and New York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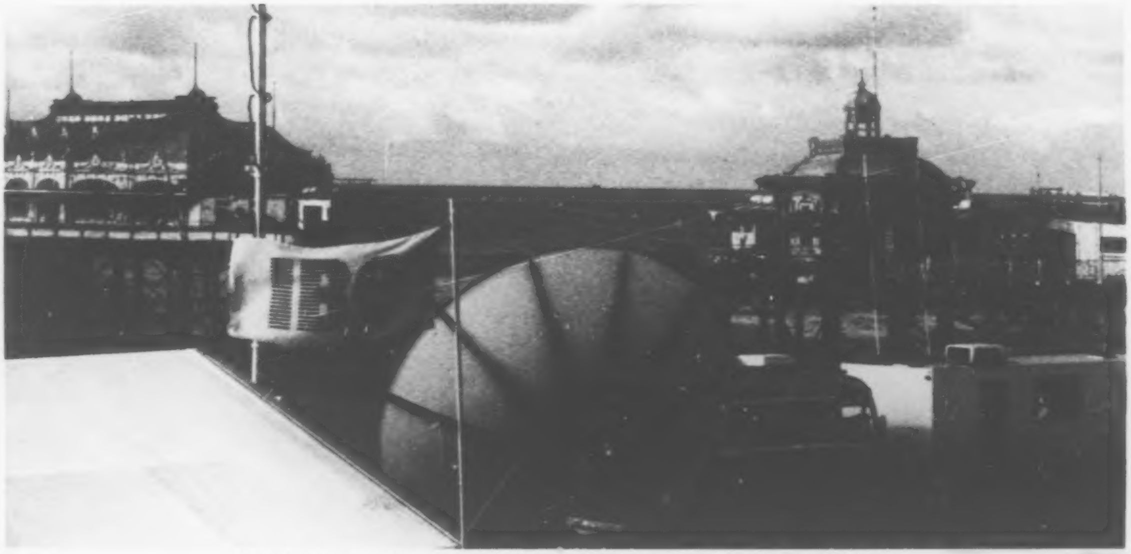
Vol. 119 No. 14

Everything up for grabs in TV's new season

THIS WEEK



Broadcasters unveiled plans for enhanced widescreen TV at Brighton (page 64)

27 / SURPRISE START

The television networks' official prime time "premiere week" got off to an unexpected start last week, with CBS winning the round—with no more than three-tenths of a rating point separating first and third place. An also unexpected contender: *The Civil War* on the Public Broadcasting Service, which diverted attention from the big four but helped on-air television bolster its homes-using-television numbers.

In addition to CBS's unexpected showing to date, unusual turns included low numbers for such franchise programs as NBC's *The Cosby Show* and ABC's *Roseanne*, compared to last year, and talk by some observers that NBC may, or should, be the first of the networks to make schedule changes.

32 / EXTENDING GOODWILL

Less than two months after the final losses of $44 million for the 1990 Goodwill Games were tallied, the board of Turner Broadcasting System voted unanimously to proceed with the 1994 games and offset losses by selling a weekend package of events to ABC.

The games will be cable exclusive during the week, with events in prime time and late night, while ABC will have 18 hours of weekend afternoon coverage.

36 / CORPORATE SPLIT

Tribune Entertainment will not renew its agreement with Paramount to sell Tribune's *Geraldo* and *Joan Rivers* shows. Instead, sales of the two talk strips are being taken in house.

38 / RATINGS VICTORY

Ken Burn's $3.5 million, critically acclaimed 12-hour documentary *The Civil War* was a major victory for the Public Broadcasting Service, giving the noncommercial network its largest-ever series debut audience, a number that increased for the program's second outing.

41 / URBAN ROCKET

KKBT(FM) Los Angeles was a classical music station when Evergreen Media bought it in May 1989. After a false start as an urban rock station, it switched to an urban contemporary sound, which has propelled it just a fraction away from the market leaders.

44 / ABC'S CROSS-PROMOTION

ABC-TV is looking to its radio network to promote three fall TV shows: *Twin Peaks*, *China Beach* and *Cop Rock*. The marketing plan is designed to serve as an "extension of the entertainment value of the show," said ABC-TV.

45 / AM, FM IMPROVEMENT AHEAD

Radio can look forward to the expanded AM band, new FCC rules governing FM translators, improved fidelity for AM receivers, RDS for FM receivers and several other near-term developments.

47 / THE WAY TO SAN JOSE

Radio-Television News Directors Association members found their way to northern California last week for the organization's 45th annual international conference and exhibition. During the show, NBC News President Michael Gartner drove home his point that pooling the resources of the networks and their affiliates is one way to curb the personnel and economic contraints of the 1990's. Other panelists addressed the blurring of traditional boundaries between news media, and maintaining journalistic integrity while meeting bottom-line corporate budget projections.

49, 60 / SIKES STUMP

FCC Chairman Alfred Sikes called on those attending the RTNDA convention to bring their journalistic skills to bear on an examination of prime time television and its effects on society. To date, he said, the issue has not drawn the level of media scrutiny that accompanies the important issues of the day."

Further south, Sikes told members of the Hollywood production community that the agency is seeking to write new rules that balance the interests of the broadcast networks and Hollywood producers.

PBS's 'Civil War' was hit (pages 27, 38). Shown below: writer Shelby Foote and producer Ken Burns (r)

52 / SEASON FINALE

Many general sales managers start the fourth quarter having little picture of what the next three months will hold for TV station revenue. That uncertainty has begun to breed some doubt about whether revenue will grow for the fourth quarter and into 1991.

59 / ON THE HILL

Foreign Affairs Committee efforts to review a high-definition test funding measure dims its chances. In the meantime, the Commerce Committee reports out a bill mandating that TV set manufacturers include decoders for closed captioning for the hearing impaired into most TV sets.

60 / ON BOARD

The Corporation for Public Broadcasting has elected a new board chairman: Marshall Turner, general partner and co-founder of the San Francisco-based venture capital investment firm Taylor & Turner Associates. Daniel Brenner, former legal adviser to FCC chairmen Mark Fowler and Charles Ferris, was elected vice chairman.

62 / DAB DILEMMAS

The FCC is offering three possible DAB bands up for public comment, including one set of frequencies that now resides in the UHF-TV band. Strong opposition to all three options is expected.

FCC Chairman Alfred Sikes (pages 49, 60)

64 / BRIGHTON BEACH MEMOIRS

According to the consensus of TV technical experts at the International Broadcasting Convention in Brighton, England, widescreen television will emerge as the first, and perhaps most important, step toward advanced TV systems worldwide. Additionally, this year's breakthroughs in applying digital compression techniques to television and a new push to enhance terrestrial broadcast services also dominated the talk at the engineering forum and equipment exhibition.

68 / CABLE CONCERNS

TCI's John Malone, during the Cable Television Administration and Marketing Society's management conference in Atlantic City last week, said that the cable industry, regarded as highly-leveraged, is in a credit squeeze, causing stock prices to decline. It will be increasingly difficult for the cable industry to find financing, he said. But cable will be in better shape than other industries hit by recession because it is "supported by its own internal cash flow," he said.

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Incorporating

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■ Cable

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RATINGS ROUNDUP

CBS, which ended up in third place for the 1989-1990 season, started out the 1990-91 season with a bang: it won the week of Sept. 17-23 with a 13.6/23 share, edging second place NBC's 13.4/23 and ABC's 13.2/22. CBS's victory marked its first win in the premiere week of a season since the fall of 1984.

CBS won Monday and Sunday nights, NBC won Tuesday, Thursday, and Saturday, and ABC won Wednesday and Friday. NBC's season premiere of *Cheers* was the top rated prime time show for the week, with a 22/35 share. Rounding out the top five shows for the week were: ABC's *Roseanne* (premiere), with a 20.1/30; CBS's *60 Minutes*, 20/33; CBS's *Designing Women* (premiere), 20/31; and NBC's *The Bill Cosby Show* (premiere), 19.8/33. Fox's highest rated show for the week, the season premiere of *Married...With Children*, finished in 46th place with a 12.3/18.

Week 1

Sept. 17–Sept. 23

1st column tells rank, 2nd column tells position compared to last week: ▼-Down in rank from last week, ▲-Up in rank from last week, ■-Premiere broadcast. 3rd column tells rating, 4th column tells network, 5th column tells show.

1	■	22.0/35	N	Cheers
2	■	20.1/30	A	Roseanne
3	■	20.0/31	C	Designing Women
3	▼	20.0/33	C	60 Minutes
5	■	19.8/33	N	Cosby
6	■	19.6/30	C	Murphy Brown
7	■	18.8/34	N	Golden Girls
8	■	18.6/30	N	A Different World
9	■	18.4/32	N	Empty Nest
10	■	17.7/27	C	Major Dad
10	■	17.7/30	N	Unsolved Mysteries
12	▼	17.3/28	A	Doogie Howser, M.D.
13	▼	17.1/25	C	Murder, She Wrote
14	■	16.8/27	A	Growing Pains
15	■	16.7/26	N	Heat Of The Night
16	■	16.6/27	A	Who's The Boss
17		16.4/26	C	Movie:Field Of Dreams
17	■	16.4/26	N	Matlock
19	■	16.3/20	A	Wonder Years
20		16.0/26	N	Amer. Dreamer Prev.
20		16.0/24	A	Married People Spec.
22	▼	15.9/20	A	Monday Night Football
23	▼	15.8/24	A	Head Of The Class
24	▲	15.7/26	C	Movie:Leona Helmsley
25	▼	15.6/28	C	Knots Landing
26	▼	15.3/23	A	Amer. Funniest Videos
27	■	14.9/27	A	Family Matters
28	■	14.8/25	C	Trials Rosie O'Neill
29	■	14.7/23	N	Movie:She Said No
30	■	14.6/28	A	Full House
31	▼	14.4/23	C	Jake and The Fatman
32	▼	14.3/21	A	Amer.Funniest People
32	■	14.3/23	A	Married People
34	■	14.2/23	C	Flash
35	▲	14.1/23	C	Uncle Buck
36	■	14.0/22	C	Rescue:911
37	■	13.9/26	N	Carol & Company
38	▼	13.5/22	N	Movie:Babies
39		13.1/24	A	Bev. Hills Cop
40	▼	12.7/21	N	Fresh Prince of Bel Air
40	■	12.7/23	A	Going Places
40	■	12.7/23	N	Hunter
40	■	12.7/24	A	20/20
44	■	12.6/24	C	Evening Shade
45	■	12.3/18	F	Married...With Children
46	■	12.1/19	A	Movie:The Running Man
46		12.1/22	A	An Evening w B. Midler
48	▲	11.9/22	C	Movie:Oldest Bridesmaid
49		11.7/19	A	Tribute:Oprah Winfrey
50	▼	11.4/18	N	Fanelli Boys
50	■	11.4/19	A	Macgyver
52	■	11.3/22	N	American Dreamer
52	▼	11.3/21	N	Law and Order Preview
54	■	11.1/18	N	Dear John
55	■	10.9/20	C	Top Cops
56	■	10.7/17	N	Ferris Bueller
57	■	10.6/17	A	Father Dowling
57	■	10.6/20	N	Working It Out
59		10.3/16	F	In Living Color
59		10.3/19	N	Movie:Murder C.O.D.
61	■	10.2/16	A	Gabriel's Fire
62	■	9.9/16	A	Young Riders
63	■	9.4/14	F	Get A Life
64	■	9.3/17	A	Primetime Live
65	▼	9.0/16	A	Life Goes On
66	■	8.7/17	N	Parenthood
67	▼	8.3/16	C	Hogan Family
67		8.3/14	N	Movie:Camp Cucamonga
67	▼	8.3/14	F	Simpsons
70		8.1/16	C	Family Man
71	■	7.4/12	C	Doctor, Doctor
71		7.4/14	C	48 Hours
71	■	7.4/13	C	Lenny
74		7.3/14	N	Super Bloopers/Prac.Jokes
75	▼	6.5/10	F	Babes
76	■	6.2/11	C	E.A.R.T.H. Force
77	▲	5.8/10	F	Parker Lewis
78	▼	5.0/9	F	Amer. Most Wanted
79	▲	4.9/9	F	True Colors
80	▼	4.7/8	F	Cops
81	▲	4.5/9	F	Totally Hidden Video
82	▲	4.2/8	F	Haywire
83	■	3.9/6	F	Against The Law
84	▼	3.5/6	F	DEA
84		3.5/6	F	21 Jump Street
86		3.1/5	F	Glory Days
87	▼	2.7/4	F	Alien Nation
88	▼	2.6/5	F	Amer. Chronicles

FREEZE FRAMES: Syndication Scorecard *

Week ended Sept. 16

Rank	Program (Syndicator)	Rtg	Stns	Covg
1	Wheel of Fortune, syn. (King World)	12.2	218	98
2	Jeopardy! (King World)	11.1	213	97
3	Oprah Winfrey (King World)	8.8	222	99
4	Star Trek: Next Generation (Paramount)	7.8	230	98
5	Cosby Show (Viacom)	7.6	204	97
6	Current Affair (20th Century Fox TV)	7.5	187	95
7	Entertainment Tonight (Paramount)	7.3	158	95
8	Wheel of Fortune, wknd. (King World)	6.4	178	81
9	Tale Spin Spec. (Buena Vista)	6.2	161	95
10	Donahue (Multimedia)	5.7	226	97
11	Tale Spin (Buena Vista)	5.4	161	94
12	Inside Edition (King World)	5.1	126	86
12	Universal Pict. Debut Net. (Universal)	5.1	147	95
14	Chip 'N' Dale (Buena Vista)	4.8	180	83
15	Geraldo (Tribune)	4.5	144	94
15	Teen Mutant Ninja Turtles (Group W)	4.5	145	90

* Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research.

BUSINESS

1990'S FINAL TV ACT: REVENUE STILL A MYSTERY

Station sales managers uncertain about next three months, following strong third quarter

If the 1980's ended up with excessive optimism, the 1990's are starting out with a pessimistic chorus. Whether the mood is excessive or not may soon be told, but mostly the revenue picture for TV stations, especially affiliates, is uncertain. Many general sales managers start the fourth quarter today having little idea of what the next 90 days will hold. That uncertainty has begun to breed, although not confirm, some doubt about whether revenue will grow for the fourth quarter and into 1991.

The concern over fourth quarter spot sales represents a sharp mood swing from the just-completed quarter, when a pickup in national spot seen earlier this year continued at least into July and August for many stations. Although third-quarter results for publicly reporting broadcasters will not be available for another few weeks, July revenue numbers for the broadcasting divisions of Scripps-Howard and Multimedia showed double-digit increases from July '89. The August "flash" survey of broadcasting group owners by the Television Bureau of Advertising was up double digit as well. Said Tom Olson, president of Katz Continental Television: "The pattern that emerged in July and August surprised a lot of people."

Presumably, the gains continued to be somewhat unevenly distributed with most of them accruing to the benefit of independent stations, particularly those affiliated with Fox Broadcasting Co. In the second quarter, independents had revenue gains of 19.7%, while affiliates were up 2.1%, according to TVB numbers compiled by INTV.

Among the more than a dozen station general sales managers surveyed by BROADCASTING, the commentary was mostly negative. Said the head of spot TV sales for one network-owned group: "Fast food is down, retail in general is down, overall automotive is flat to minus numbers. If I don't have those three categories in positive numbers, I can't turn in positive numbers."

Even in the West, generally held to be a faster growth region, there was as much pessimism as optimism. One general sales manager in Salt Lake City said, "We're not really sure that the fourth quarter has started to break. I hope it hasn't, because if it has, we really are in trouble." Opined another Western market general sales manager along similar lines: "Our picture for the fourth quarter is that the market is either soft or late or both."

Among advertisers putting more money into local and national station coffers in the third quarter were said to be movie and packaged goods companies. It is the sense, or worry, that such advertisers will not continue to boost spending through the rest of the year that has station sales managers and reps worried. At the same time, existing weaknesses in the auto, financial and retail categories threaten to continue or even worsen.

TVB FORECASTS THE FUTURE: 1991

	Original 1990 est	*Revised 1990 est*	*1991 est*
Local	6%-8%	3%-5%	3%-5%
Spot	5%-7%	6%-8%	3%-5%
Network	6%-8%	6%-8%	4%-6%
National syndication**	15%-17%	20%-22%	15%-17%
Cable	20%-22%	14%-16%	13%-15%

**Includes Fox

Whether the 1991 TV revenue forecast released last week by the Television Bureau of Advertising is bullish depends on the eye of the beholder. In real inflation-adjusted dollars, TVB expects both station and network revenue (excluding Fox) to be down, that is, if one accepts the 5.4% inflation forecast by the Conference Board which TVB uses as one of its assumptions. Looked at another way, nominal station revenue, excluding political dollars, is scheduled to grow at roughly 7%, or just ahead of a 6% nominal GNP forecast by Merrill Lynch Econometrics, another source for the TVB estimate.

The moderation in the industry organization's estimate was also reflected in the input TVB got from members and others, according to Harold Simpson, vice president, research: "The various inputs were clustered around the ranges we came up with, not like in past years when someone would be saying 9% and another 18%."

Presumably, extreme optimism has been deflated by events in the Mideast, corporate earnings disappointments and continuing headlines of shaky financial institutions. Holding back negative estimates is the simple fact that slow revenue growth over the past few years has made it easier for next year to show a gain. In particular, the TVB board, which approved the 1991 forecast, said in a release: "Local revenues are most affected by automotive, retail and financial institution activity, which the board forecasts to begin a measurable turnaround in 1991, following a soft 1990 for those industries. Added TVB President Jim Joyella: "Not unlike what the packaged goods people went through three or four years ago, retail is beginning to get their mergers and buyouts behind them. We are not talking about a dramatic turnaround, just a little stability, a return to normalcy."

Said Sharon Lalik, senior vice president, director of broadcast, D'Arcy Masius Benton & Bowles: "Car phone money, I think, was the only new money around this year...I don't see anyone to take over slack from "political" after early November."

That fourth-quarter growth should be in doubt is surprising if for no other reason than this being a "political" year. One month ago, TVB estimated 1990 political advertising on stations would be 21.4% above 1988, to $230 million, much of that falling in the fourth quarter. There is some thought, however, that the tight inventories created by the political demand might have kept away some normal advertisers in certain markets.

External events have obviously conspired against fourth-quarter revenue increases, although the Iraqi invasion has perhaps helped oil-based markets, ranging from Bakersfield, Calif., to Denver to Houston to New Orleans. In the latter market, one owner of an affiliate said its results were up in August for the first time in five years. Among the markets specifically hurt included Norfolk-Portsmouth-Newport News, where a measurable share of the viewing audience is now serving overseas.

Also affecting fourth-quarter comparisons to a year ago are problems limited to certain sectors, such as automobiles, retail and finance. The uncertain outlook may be creating enough havoc that advertisers are waiting to see whether their year-end earnings need sprucing up using dollars previously budgeted for advertising.

Stations may soon be feeling, if they are not already, another effect of advertising uncertainty. Reports that budgets are also being delayed, or witheld, from the TV networks' scatter market (BROADCASTING, Sept. 24) may reduce pricing in that market, attracting some advertising dollars previously allocated to spot. Peter Stassi, director of local broadcast for BBDO, said he knew of some packaged goods money that already moved from spot to the networks for this month.

Even if the pessimism shown last week proves premature or erroneous, it is already causing some station groups to rethink the 1991 budget process currently under way. Said one head of a top-10 station group: "When we budgeted for 1991 a month or two ago, we were basing the numbers on a positive fourth quarter. But if the fourth quarter is not flat, those 1991 budgets are inflated and will have to be redevised." -GF

NEWS CORP. SEEKS NEW STOCK

Nonvoting or restricted voting shares would provide nondebt currency for acquisition while retaining Murdoch control; company details Fox TV financial results

News Corp. last week reported financial results for its fiscal 1990 and at the same time said it was seeking approval to issue at least one new class of securities. The purpose of the additional capitalization, said the company's proxy, was to insure that the current 45% of voting stock owned by Rupert Murdoch and family would not be diluted, while facilitating additional acquisitions. Last week's news was apparently ill received by investors, as News Corp. and American Depository Receipts (ADR) fell 25% to close at 13¼ last Wednesday.

Subsidiary Fox Broadcasting Co. reported a prime time revenue increase of 109% for the year ending June 30 and, as previously reported, showed an operating profit for the first time. In fiscal 1989, 9.5% of News Corp. revenue came from television operations, which besides Fox includes Sky Television, News Corp.'s European direct broadcast satellite operation. In the recently completed fiscal year, the percent of revenue from television climbed to 13.4%. The majority of News Corp. revenue derives from newspaper, magazine and book publishing.

Fox Television stations showed a revenue increase of 10%, while operating profits were leveraged upwards 27%, a jump the company attributed to keeping the group's "operating expenses flat. In large part, this is due to the group's plan to develop and produce station-originated programing for its dayparts in place of costly acquisitions from outside."

During the year, News Corp. was forced to divest WFXT(TV) Boston, for which the company took a $33 million write-off while retaining an equity interest. It purchased KSTU(TV) Salt Lake City for $52.3 million.

The company said it was proposing that shareholders adopt the creation of two new classes of stock: one of preferred stock and the other of nonvoting ordinary (common) shares. Depending on what decision is made by shareholders and by the Australian Stock Exchange, News Corp.'s board of directors said it plans to issue one or the other class of stock as a bonus, with each issued share carrying enough to provide a 50% dividend boost. Jim Platt, a spokesman for News Corp., said such a "bonus" distribution would probably take place next February or March.

News Corp. said new classes of shares would "...permit the further expansion and development of the company by employing new equity funds rather than solely debt, and yet not dilute the voting rights of the major shareholders (or other shareholders) and thereby endanger continuation of the benefits such control has provided or fostered."

Additionally, the company's directors asked shareholders for authority to undertake either proportional or "selective" repurchases of shares, which it is currently restrained from doing. -GF

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CHANGING HANDS

This week's tabulation of station and system sales ($250,000 and above)

KXXX-FM San Francisco ■ Sold by Emmis Broadcasting to Bedford Broadcasting for $18.5 million. Price includes non-compete and consulting agreement. Station was acquired in September 1988 as part of five station deal with NBC for $121..5 million. **Seller** is headed by Jeffrey H. Smulyan and has interests in WENS(FM) Shelbyville, Ind.; WQHT(FM) New York; WFAN(AM)-WLOL(FM) Minneapolis; KSHE(FM) Crestwood, Mo.; KPWR(FM) Los Angeles; WAVA(FM) Washington; WJIB(FM) Boston and WKQX(FM) Chicago. **Buyer** is headed by Peter J. Bedford and has interest in KSSK-AM-FM Honolulu and publishes nine weekly newspapers in Southern California. KXXX-FM has top 40 format on 99.7 mhz with 45 kw and antenna 1,241 feet above average terrain.

KSLA-TV Shreveport, La. ■ Sold by VSC Communications Inc. to KSLA-TV Ltd. for $2.3 million. Total is due in cash at closing. Station was acquired in June 1983 for approximately $32 million. **Seller** is headed by Henry S. Schleiff and is subsidiary of Viacom Inc., which is headed by Frank Biondi. Viacom has interests in WVIT(TV) New Britain, Conn.; WMZQ-FM Washington; WLIT-FM Chicago; WLTI(FM) Detroit; KMOV(TV) St. Louis; WNYT(TV) Albany, WLTW(FM) New York and WHEC-TV Rochester, all New York; KIKK(AM) Pasadena and KIKK-FM Houston, both Texas; WMZQ(AM) Arlington, Va., and KBSG(FM) Tacoma, Wash. **Buyer** is headed by Birney and Nancy Imes Jr., husband and wife, and has interest in WCBI-TV Columbus, Miss. Imes's have interest in WMUR-TV Inc., licensee of WMUR-TV Manchester, N.H.; WBOY-TV Inc., licensee of WBOY-TV Clarksburg, W.Va., and KDBC-TV Acquisition Ltd., licensee of KDBC-TV Shreveport, La. KSLA-TV is CBS affiliate on ch. 12 with 316 kw visual, 40.7 kw aural and antenna 1,070 feet above average terrain.

KFTY-TV Santa Rosa, Calif. ■ Sold by Sonoma Broadcasting Inc. to KFTY Broadcasting Inc. for $2.25 million. Total is due in cash at closing and includes $1.75 million assumption of debt. Station went on air in May 1981. **Seller** is headed by Wishard A. Brown and has no other broadcast interests. **Buyer** is headed by Gary B. Heck, Marsha K. Heck and George I. Hoffman. Gary B. Heck is chairman of Korbel Champagne Cellers of California. KFTY is independent on ch. 50 with 302 kw visual, 60.4 kw aural and and antenna 3,080 feet above average terrain.

PROPOSED STATION TRADES

By volume and number of sales

Last Week:
AM's □ **$1,096,294** □ **8**
FM's □ **$19,497,711** □ **4**
AM-FM's □ **$1,096,294** □ **8**
TV's □ **$6,450,000** □ **3**
Total □ **$28,717,505** □ **23**

Year to Date:
AM's □ **$85,887,053** □ **216**
FM's □ **$419,525,783** □ **200**
AM-FM's □ **$336,180,640** □ **180**
TV's □ **$771,641,900** □ **80**
Total □ **$1,605,912,572** □ **665**

For 1989 total see Feb. 5, 1990 BROADCASTING.

KBLR-TV Paradise, Nev. ■ Sold by Rose Communications to T.G.N. Productions Inc. for $1.9 million. Price includes $300,000 deposit, $700,0000 assumptiopn of debt and promissory notes totaling $820,000. Station is not ye, on air. **Seller** is headed by Glenn A. Rose and has no other broadcast interests. **Buyer** is headed by John Locke, Donald Mustain and Clifford A. Jones, and has no other broadcast interests. KBLR-TV is independent with CP for ch. 39 with 1,330 kw visual and antenna 1,204 feet above average terrain.

WJTO(AM)-WIGY(FM) Bath, Me. ■ Sold by Donald A. White Jr., reciever, to Kaleidoscope Inc. for $750,000. Stations are currently dark. **Seller** is reciever to Maritime Broadcasting Associates, which also owns WIBX(AM)-WLZW(FM) Utica, NY. **Buyer** is headed by J. Frank Burke of Minneapolis, who formerly worked for General Mills in product development. WJTO is daytimer on 730 khz with 1 kw. WJTO(FM) is on 105.9 mhz with 50 kw and antenna 500 feet above average terrain. *Broker: Kozacko-Horton Co.*

WMQM(AM) Memphis ■ Sold by WMQM Inc. to Bountiful Blessings Inc. for $462,000. Total is due in cash at closing. Station was acquired in September 1977. **Seller** is headed by Fred P. Wostengerger and is subsidiary of F.W. Robbert Broadcasting Co., licensee of WVOG(AM) New Orleans, WITA(AM) Knoxville, Tenn., and WNQM(AM) Nashville. **Buyer** is headed by Gilbert E. Patterson, Helen E. Flagg, Min-

FOR THE RECORD

As compiled by BROADCASTING from Sep 19 through Sep 25 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; aur.—aural; aux.—auxiliary; ch.—channel; CH—critical hours.; chg.—change; CP—construction permit; D—day; DA—directional antenna; Doc.—Docket; ERP—effective radiated power; Freq—frequency; HAAT—height above average terrain; H&V—horizontal and vertical; khz—kilohertz; kw—kilowatts; lic.—license; m—meters; mhz—megahertz; mi.—miles; MP—modification permit; mod.—modification; N—night; pet. for recon.—petition for reconsideration; PSA—presunrise service authority; pwr.—power; RC—remote control; S-A—Scientific-Atlanta; SH—specified hours; SL—studio location; TL—transmitter location; trans.—transmitter; TPO—transmitter power output; U or unl.—unlimited hours; vis.—visual; w—watts; *—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. One meter equals 3.28 feet.

OWNERSHIP CHANGES

Applications

■ **WVSV-FM Stevenson, AL** (BAPLH900911GW; 101.7 mhz; 940 w; ant. 490 ft.)—Seeks assignment of license from Lynn Ltd. to George Guess for $347,711. Seller is headed by Tommy J. Nelson and Jerry Nelson, and has no other broadcast interests. Buyer has no other broadcast interests. Filed Sept. 11.

■ **KFTY-TV Santa Rosa, CA** (BALCT900910KJ; ch. 50; 302 kw-V; 60.4 kw-A.; ant. 3,080 ft.)—Seeks assignment of license from Sonoma Broadcasting Inc. to KFTY Broadcasting Inc. for $2.25 million. Seller is headed by Wishard A. Brown and has no other broadcast interests. Buyer is headed by Gary B. and Marsha K. Heck, and George I. Hoffman and has no other broadcast interests. Filed Sept. 10.

■ **WBGC(AM) Chipley, FL** (BAL900904ED; 1240 khz; 1 kw-U)—Seeks assignment of license from Panhandle Radio Corp. to Ashley Norman Davis Jr. for $170,000. Seller is headed by Homer L. Rhoden. Buyer has interest in LPTV W24AM and WZEP(AM) DeFuniak Springs and WBGC(AM) Chipley, both Florida, and holds CP for new TV at Luverne, AL. Filed Sept. 4.

■ **WZEP(AM) DeFuniak Springs, FL** (BAL900913EA; 1460 khz; 5 kw-D, 186 w-N)—Seeks assignment of license from Wyatt V. Cox to Ashley N. Davis Jr. for $70,000. Seller has no other broadcast interests. Buyer has interest in LPTV W24AM and WZEP(AM), both DeFuniak Springs, FL.; CP for new TV at Luverne, AL., and WBGC(AM) Chipley, FL. Filed Sept. 13.13.

■ **WFXP(AM) Gulf Breeze, FL** (BAL900913EE; 980 khz; 2.5 kw-D, 1 kwa-N, DA-2)—Seeks assignment of license from The Main Street Broadcast Group to Media One Communications Inc. for $284,000. Seller is headed by Samuel Showah and John Deep. Buyer is headed by Robert and Linda E. Hill, husband and wife; Bernice Horrison, and Robert Hill, and has interest in Bob Carl Bailey Broadcasting Service, licensee of WTQX-AM Selma, AL. Filed Sept. 13.

■ **WDPC(AM) Dallas, GA** (BAL900913EB; 1500 khz; 1 kw-D)—Seeks assignment of license from Carden Communications Inc. to Worthy Communications Inc. for $65,000. Seller is headed by Paul F. and Mary Lee Carden, and has no other broadcast interests. Buyer is headed by Jerry L. and Mary J. Worthy, Shirley White, and Jerry L. Worthy Jr., and has no other broadcast interests. Filed Sept. 13.

■ **KNOC(AM)-KDBH(FM) Natchitoches, LA** (AM: BAL900912EB; 1450 khz; 1 kw-U; FM: BALH900912EC; 97.7 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of license from Mark K. Sutton, trustee, to Cane River Communications Inc. for $267,000. Seller is headed by Karl F. Bailey and B. Hillman Bailey Jr. and has no other broadcast interests. Buyer is headed by Joseph P. Cunningham Jr., Terri E. Cunningham, Joseph P. Cunningham Sr., and Marva G. Cunningham, and has no other broadcast interests. Filed Sept. 12.

■ **KSLA-TV Shreveport, LA** (BALCT900910KH; ch. 12; 316 kw-V; 40.7 kw-A; ant. 1,070 ft.)—Seeks assignment of license from Vsc Communications Inc., to KSLA-TV Ltd. for $2.3 million. Henry S. Schleiff and is subsidiary of Viacom Inc., which is headed by Frank Biondi. Viacom has interests in WVIT(TV) New Britain, CT; WMZQ-FM Washington; WLIT-FM Chicago; WLTI(FM) Detroit; KMOV(TV) St. Louis; WNYT(TV) Albany, WLTW(FM) New York and WHEC-TV Rochester, all New York; KIKK(AM) Pasadena and KIKK-FM Houston, both Texas; WMZQ(AM) Arlington, VA, and KBSG(FM) Tacoma, Wash. Buyer is headed by Birney and Nancy Imes Jr., husband and wife, Birney Imes III, Nancy Musso, Eugene B. Imes, Stephen B. Imes, George S. Imes and Frank B. Imes, and has interest in Columbus Television Inc., licensee of WCBI-TV Columbus, MS. Birney and Nancy Imes Jr. own 90% of WMUR-TV Inc., licensee of WMUR-TV Manchester, NH. Imes Jr. is principal stockholder of WBOY-TV Inc., licensee of

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,979	247	5,226
Commercial FM	4,308	867	5,175
Educational FM	1,430	282	1,712
Total Radio	10,717	1,396	12,118
Commercial VHF TV	550	19	569
Commercial UHF TV	552	185	737
Educational VHF TV	124	4	128
Educational UHF TV	226	20	246
■ Total TV	1,452	233	1,680
VHF LPTV	300	205	505
UHF LPTV	457	1,508	1,965
■ Total LPTV	757	1,713	2,470
FM translators	1,849	290	2,139
VHF translators	2,732	116	2,848
UHF translators	2,223	401	2,624

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

C1750-01

Broadcasting ⚡ Oct 8

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Fox gets lukewarm reception to new program schedule

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Unistar's Verbitsky tracks networks' past with eye on future

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TNT reorganizes: urban markets untapped resource for cable

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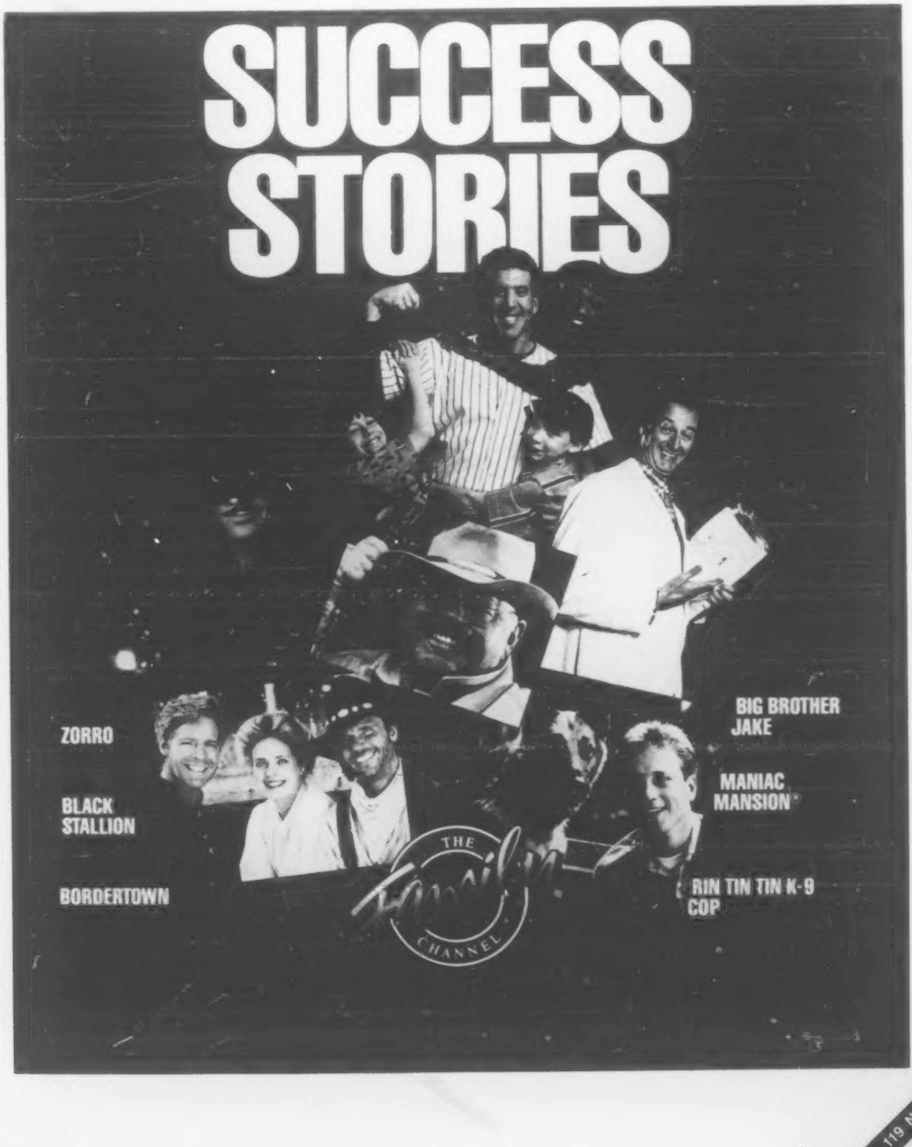
Cross-media marketing looks good on paper, but will it fly?



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Vol. 119 No. 15

The Early Returns

Basketball

THIS WEEK

35 / GETTING THE AX

As the new season begins, cancellations and reshuffling of network schedules are also underway. So far, CBS is removing two series and has reworked three nights on its prime time schedule. At NBC, Entertainment President Warren Littlefield answered rumors about impending changes on his schedule by giving two underperformers a vote of confidence—but only for the present.

Meanwhile, stations are still waiting for a viable contender among first-run syndication entries as they decide whether to tough it out with new game and reality shows—many of which are performing poorly—or make some moves.

'D.E.A.' is among new Fox shows off to poor start (page 49)

CBS's 'E.A.R.T.H. Force' is early prime time casualty (page 35)

37 / WONDERING

Turner Program Services completed its marketing plan last week for the anticipated off-network launch of *The Wonder Years*, in an offering that TV executives say is reminiscent of the sales strategy Viacom Enterprises put together for the controversial 1988-89 off-network launch of *The Cosby Show*. In fact, Viacom's ex-syndication president, Joe Zaleski, the man widely credited for developing the *Cosby* marketing plan, worked as an independent consultant with TPS and New World executives to fashion the *Wonder Years*' off-network blueprint.

43 / SHOOTING HOOPS

As NBC takes the court to carry its first NBA season, and as TNT continues to carry professional basketball above the 50 million subscriber mark, the league will see its total TV and radio revenue increase from about $160 million to more than $320 million, thanks mainly to nearly tripled national TV rights fees, as well as an expected 22% increase in aggregate local TV and radio rights. Meanwhile, CBS, ESPN and Raycom Sports continue to dominate the layers of college basketball rights holders, all preparing to present hundreds of games—mainly in weeknight prime time—perhaps all prelude to the coming season's great experiment: highlights of the entire NCAA tournament on CBS.

49 / LACKLUSTER BEGINNING

Despite the buzz generated by Fox toward the end of last season, mostly attributable to the break-out popularity of *The Simpsons*, its momentum seems to have cooled during the summer. However, Fox says the real determinant of how the network will fare this season will come when original episodes of *The Simpsons* begin. "Until we have at least another couple of weeks behind us, we won't be able to determine how we're doing," said Jamie Kellner, president of Fox Broadcasting.

50 / NEW TALK

The format for Paramount's new talk show, *The Maury Povich Show*, will differ somewhat from existing afternoon talk shows. *Povich* will address up to three topics per show and set up pieces produced from the field each day. Station clearances have climbed to 50% with those signing on citing Povich's success with *A Current Affair* and discounting his past track record as a local talk show host, when his ratings were marginal.

54 / UNISTAR TREK

In less than 10 years Unistar Radio Networks has expanded from a producer-distributor of radio programs to one of the largest radio networks in the U.S. In this exclusive "At Large" interview, Co-Chairman/Chief Executive Officer Nick Verbitsky charts Unistar's rapid growth, discusses radio's current financial health and shares his thoughts on where the industry is headed as the Fifth Estate closes in on the next century.

59 / SPLIT PERSONALITIES

Following Turner Entertainment Network President Gerry Hogan's departure, TNT Executive

Vice President Scott Sassa and Terence McGuirk, president of Turner Sports, have been promoted and will split Hogan's duties.

60 / CITYSCAPE

Cablevision's Chuck Dolan says that the cable industry should tap the potential of urban markets, trying to meet the multicultural and multilingual demands of the diverse populations there.

63 / CROSS-MEDIA AT THE CROSSROADS

Cross-media packages are in the news again as the Gannett Co., owner of seven AM's, nine FM's, 10 TV's and more than 85 newspapers, announces that for the second time in six years, the company will offer one-stop shopping to advertisers. Advertisers and media buyers are still not sold on the idea, however, feeling that in some cases it is a "solution looking for a problem."

67 / CBS SHUFFLE

Unistar's Nick Verbitsky (page 54)

CBS has restructured the CBS/Broadcast Group, bringing back former executive Peter Lund as executive vice president of the CBS/Broadcast Group and as president, CBS Marketing. With Lund coming back, CBG President Howard Stringer announced that Tom Leahy, currently president of CBS Marketing, has been named senior vice president of CBG, reporting to Stringer. Leahy, who has been with the network for almost 30 years, will retire in 18 months at age 55. Lund most recently was president of Multimedia Entertainment. Prior to that he spent 10 years at CBS in a variety of positions, including president of CBS Sports and president of the CBS Television Stations Division. In his new position, Lund will oversee both the Television Stations Division and the Radio Division, two areas that used to report to Stringer.

70 / SETTING STANDARDS

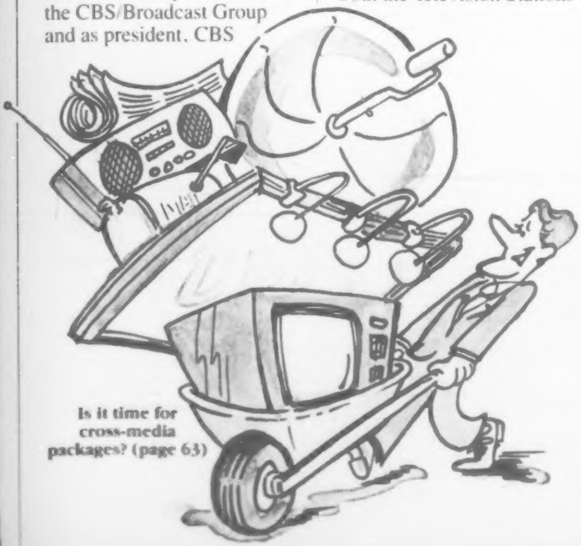
People for the American Way and the Media Access Project have filed a petition at the FCC seeking clarification on what constitutes "identifiable" sponsorship claims on negative campaign ads. The identification, they claim, is often "incomprehensible and imperceptible to viewers." Candidates should not benefit from FCC lowest unit charge policies, the petitioners propose, unless certain objective standards regarding duration and size of sponsorship tags are met.

71 / GOING TO COURT

In a case that could further define the First Amendment rights of cable operators, the Supreme Court has agreed to review an Arkansas case involving the constitutionality of a state sales tax on cable and satellite services.

73 / SMPTE STAGE IS SET

Digital and high-definition television technologies will dominate the technical sessions at the five-day Society of Motion Picture and Television Engineers Technical Conference and Equipment Exhibition in New York, Oct. 13-17.


Is it time for cross-media packages? (page 63)

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Broadcasting

■ Cable

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"Obviously we'd be elated" if the measure is dead for good, said a cautious Thomas Goodgame, president emeritus, Group W Television. It would have been "a major blow to this company." He added: "One never knows" if it will be raised again. He then said that he hopes he "never hears [talk of] a spectrum fee again."

Goodgame said it would have been "pure insanity" to base any fee on gross revenue, because it would have put a lot of broadcasters out of business. Besides, said Goodgame, the tax "would be a violation of the FCC intent" to grant licenses in "exchange for services rendered to the public."

Had the fee been adopted, said Steve Crane, president of Emmis Broadcasting, "it would have been quite adverse and, in some cases, devastating."

Crane said members of Congress who equated the spectrum tax with a user fee for natural resources were caught in a "wrongful analogy." So are those who compared broadcasters with some sort of public utility, he said. "Time on radio and television is very price sensitive, and price increases can't just be passed along as could a utility that was protected in a rate structure," he said.

Gary R. Chapman, president of LIN Broadcasting, said because 1990 "has not been a great year," the fee "would have been devastating." Revenue problems and "greater fragmentation" within most markets have drastically reduced profitability for many stations, he said. "There's always a chance" the issue will be raised again, he said, but "we'll continue with vigilance" to see that it is not.

Scott Ginsburg, president of Evergreen Media, said he was relieved, at least temporarily, that the proposed spectrum tax had been abandoned. "It would have greatly affected our bottom line," he said. "We have an admirable conversion factor from revenue to broadcast cash flow; and had advertising revenue been taxed at a 5% rate, it would have turned into a direct 5% expense."

"It is always an ugly spectre which is haunting us," said Shamrock Broadcasting's Bill Clark. "I don't know of anything we can do except continue to be extremely vigilant. In this case, justice is on our side thus far."

Clark said the industry pays its dues through public service obligations, performance and capital gains and regular income taxes. "There is no particular reason why we should be hit with something that would exempt other media with whom we compete for dollars," he said.

Richard Ferguson, president of NewCity Communications, believes the issue should be debated thoroughly on a number of levels. The issue of the spectrum tax was thought up as a way to raise revenue, he said. "I'm not sure there was any discussion as to whether the spectrum should be taxed, and in what ways," said Ferguson, "or how it should be phased in."

Also not thought out, said Ferguson, was the effect the tax would have on broadcasters' ability to continue to stay in business. "If they passed that tax, many, many broadcasters would have gone out of business," he said. "It would have created a very short-sighted situation." Many broadcasters would simply not have been financially able to pay the tax, he said. "The idea of the tax," he said, "defies economic gravity. It would have brought the industry to its knees, and quite frankly, the industry is already wobbling along." —HAJ

CABLE RATINGS RISE IN THIRD QUARTER

Prime time ratings for 15 cable networks reporting figures for the third quarter show a 12.3% increase over the same period last year. The networks earned a combined 16.4 rating, up from a 14.6 last year.

A&E showed the largest increase, nearly doubling its prime time rating. The network attributed the increase to its programing and to scheduling that is less helter-skelter and more viewer-friendly and similar to that used by broadcasters.

For the second consecutive quarter, USA was the top-rated cable network. Despite lower than projected ratings for ESPN baseball, the MLB package still managed to increase that network's rating by 0.4 over last year's third quarter, and make it the number-two ranked channel.

WTBS(TV) Atlanta dipped 0.2 of a rating point, due, according to the network, to the Atlanta Braves' poor performance this season. And CNN's ratings were up, buoyed by its coverage of the Persian Gulf crisis.

On a full-day basis, the 15 reporting networks earned a 10.6 rating, up from the 9.7 turned in during the third-quarter of 1989.

Network	*Prime Time*				*Full Day*			
	2Q 90 Rating	*(HH)*	*2Q 89 Rating*	*(HH)*	*2Q 90 Rating*	*(HH)*	*2Q 89 Rating*	*(HH)*
USA	2.4	(1,279,000)	2.1	(1,035,000)	1.2	(639,000)	1.1	(532,000)
ESPN	2.3	(1,309,000)	1.9	(990,000)	0.9	(512,000)	0.8	(420,000)
WTBS	2.0	(1,116,000)	2.2	(1,115,000)	1.4	(787,000)	1.4	(699,000)
TNT	1.7	(824,000)	1.4	(434,000)	0.9	(446,000)	0.8	(264,000)
CNN	1.4	(766,000)	1.1	(553,000)	0.8	(460,000)	0.6	(309,000)
Lifetime	1.2	(597,000)	1.2	(523,000)	0.6	(300,000)	0.7	(312,000)
A&E	1.1	(503,000)	0.6	(225,000)	0.7	(312,000)	0.3	(115,000)
Nashville	1.0	(550,000)	0.9	(418,000)	0.5	(274,000)	0.4	(214,000)
Nick at Nite	0.9	(476,000)	1.0	(485,000)	0.5	(265,000)	0.5	(242,500)
Discovery	0.8	(429,000)	0.7	(321,000)	0.5	(232,000)	0.4	(187,000)
MTV	0.7	(367,000)	0.7	(337,400)	0.6	(314,000)	0.6	(289,200)
HL News	0.4	(195,000)	0.4	(153,000)	0.4	(176,000)	0.4	(145,000)
VH-1	0.3	(116,000)	0.3	(100,800)	0.2	(78,000)	0.2	(67,200)
FNN	0.2*	(68,000)	0.2	(38,300)	0.3	(103,000)	0.3	(94,200)
Nickelodeon	—	—	—	—	1.1	(582,000)	1.2	(533,500)

USA's prime time is 7-11 p.m. Discovery's full day is 9 a.m.- 3 a.m.; Lifetime's is 7 a.m.-1 a.m.; Nickelodeon's is 7 a.m.-8 p.m.; Nick at Nite's is 8 p.m.-7 a.m. A&E figures are the combined unit rating of its two programing blocks from 8 p.m. to 4 a.m. * initial data.

Continued from page 37

(for 12-15 runs over the life of its contracts) or just over $100 million total in its first cycle. With barter revenue added for three years (at a conservatively estimated $40,000-$60,000 per 30-second spot), approximately $60 million-$100 million could be added to TPS's coffers, according to the source.

Comparably, the source said that *Cosby* earned a benchmark $5 million per episode, and went for upwards of $250,000 per week in New York and Los Angeles. Columbia Television's *Married...with Children*, which went on the sales block earlier this year, secured an average $90,000 per week in those same markets.

Carol Martz, program director for Los Angeles independent KCOP-TV, a station that picked up *Cosby* for its first cycle in 1988, expressed concern that some stations may be willing to pay a weekly, rather than per episode, cash license fee, "forcing them to straightline costs over a five-year period, when the real plus is to amortize costs up front."

Barry emphasized that stations will "dictate" the price in each market and that the barter minute is implemented for a maximum of 3½ years, so TPS can "recoup its costs and maximize revenues for New World. If a station bids $1,000 or $10,000 per week, that will be the cash license and they will not be asked for extra dollars at any other time."

N.Y. URBAN UP, L.A. CHR DOWN IN SUMMER ARBITRON

Results of the summer 1990 Arbitron survey, released late last week, for the top 10 stations in the top 10 markets, adults 12-plus, Monday-Sunday, 6 a.m. to midnight, include:
■ New York: top-ranked, Urban WRKS(FM) continued to add to its 12-plus share, rising from 5.1 to 5.5 for summer. ■ Los Angeles: Soft-AC KOST(FM) continued in first, improving to 6.6; two top CHR's—KIIS-AM-FM and KPWR(FM)—declined .9 and .7, respectively. ■ Chicago: Top-ranked WGN(AM) and second place WGCI-FM both improved by .2. ■ San Francisco: KGO(AM) recouped much of its spring loss, finishing first at 7.0. ■ Philadelphia: All-news KYW(AM) jumped more than two full points to tie with AOR WMMR(FM) at 7.9. ■ Detroit: WJR(AM) continued its recovery from its winter '90 slump, finishing first with 8.9. ■ Dallas-Ft. Worth: KSCS(FM) and KPLX(FM), two top Country stations, both suffered slight declines, but kept top two slots with 8.3 and 7.2, respectively. ■ Boston: Red Sox fever helped edge WRKO(AM) into tie with CHR-oriented WXKS-FM for top slot with 7.0.

Station	*Format*	*Spring '90*	*Summer '90*
1. New York			
WRKS(FM)	Urban	5.1	5.5
WCBS-FM	Oldies	4.6	5.1
WLTW(FM)	Soft AC	4.1	5.1
WHTZ(FM)	CHR	4.6	4.8
WINS(AM)	News	4.3	4.4
WPAT-AM-FM	Easy	5.2	4.3
WQHT(FM)	CHR	4.0	4.2
WNEW-FM	AOR	3.9	4.1
WOR(AM)	Talk	3.9	4.0
WBLS(FM)	Urban	3.8	3.7
WNSR(FM)	Soft AC	3.7	3.7
2. Los Angeles			
KOST(FM)	Soft AC	6.2	6.6
KIIS-AM-FM	CHR	5.9	5.0
KABC(AM)	Talk	4.3	4.9
KPWR(FM)	CHR	5.0	4.3
KLOS(FM)	AOR	4.1	4.1
KWKW(AM)	Spanish	3.2	3.6
KBIG(FM)	AC	3.0	3.5
KOLZ(FM)	CHR	3.3	3.5
KROQ-FM	AOR	3.1	3.4
KFWB(AM)	News	3.3	3.1
KXEZ(FM)	Soft AC	3.4	3.1
3. Chicago			
WGN(AM)	MOR/Talk	8.0	8.2
WGCI-FM	Urban	7.7	7.9
WBBM-FM	CHR	4.4	5.2
WCKG(FM)	Classic rock	4.4	4.8
WLUP-FM	AOR	4.5	4.8
WYAZ(FM)	Urban	5.2	4.4
WBBM(AM)	News	4.6	4.1
WJMK(FM)	Oldies	3.0	3.4
WKQX(FM)	CHR	3.5	3.2
WNUA(FM)	New AC	2.6	3.2
4. San Francisco			
KGO(AM)	News/Talk	6.2	7.0
KMEL(FM)	CHR	5.4	5.3
KNBR(AM)	Talk/Sports	4.6	5.1
KCBS(AM)	News	4.3	4.8
KIOI(FM)	AC	3.2	3.8
KOIT-AM-FM	Soft AC	5.0	3.7
KSFO(AM)	Classic rock	2.7	3.4
KRQR(FM)	AOR	2.6	3.3
KFOG(FM)	AOR	2.6	3.2
KSOL(FM)	Urban	3.2	3.2
5. Philadelphia			
KYW(AM)	News	5.8	7.9
WMMR(FM)	AOR	8.2	7.9
WUSL(FM)	Urban	6.8	7.0
WYSP(FM)	Classic rock	6.4	6.8
WEAZ-FM	Adult rock	6.1	5.5
WIOQ(FM)	CHR	5.1	5.5
WOGL(FM)	Oldies	4.6	5.3
WPEN(AM)	Nostalgia	5.2	5.2
WEGX(FM)	CHR	4.9	4.5
WXTU(FM)	Country	4.8	4.3
6. Detroit			
WJR(AM)	MOR/News/Talk	8.5	8.9
WJLB(FM)	Urban	6.7	7.3
WHYT(FM)	CHR	5.1	5.3
WWJ(AM)	News	4.6	5.1
WJOI(FM)	Easy	3.8	4.8
WJZZ(FM)	Jazz	4.0	4.1
WKQI(FM)	CHR	4.8	4.1
WDFX(FM)	CHR	3.1	4.0
WWWW(FM)	Country	4.1	4.0
WLTI(FM)	AC	5.7	3.9
WOMC(FM)	Oldies	3.2	3.9
7. Dallas-Ft. Worth			
KSCS(FM)	Country	8.6	8.3
KPLX(FM)	Country	7.4	7.2
KVIL-AM-FM	AC	6.9	6.9
KKDA-FM	Urban	5.7	5.8
WBAP(AM)	Country	5.8	5.8
KRLD(AM)	News/Sports	4.2	5.4
KHYI(FM)	CHR	4.7	4.9
KTXQ(FM)	AOR	4.4	4.9
KJMZ(FM)	Urban	4.6	3.7
KEGL(FM)	CHR	3.9	3.4
KLUV(FM)	Oldies	3.5	3.4
8. Boston			
WRKO(AM)	Talk	6.9	7.0
WXKS-FM	CHR	7.2	7.0
WZOU(FM)	CHR	7.4	6.9
WBCN(FM)	AOR	7.1	5.8
WMJX(FM)	AC	4.0	5.2
WBZ(AM)	AC	5.9	5.1
WZLX(FM)	Classic rock	3.9	4.9
WODS(FM)	Oldies	4.1	4.8
WSSH-FM	Easy	3.6	4.1
WEEI(AM)	News	3.4	3.8
WJIB(FM)	Soft AC	4.6	3.8
9. Washington			
WPGC-FM	CHR	6.8	7.5
WKYS(FM)	Urban	6.3	6.6
WMZQ-AM-FM	Country	6.3	6.5
WGAY(FM)	Easy	7.1	5.9
WASH(FM)	AC	4.2	5.1
WMAL(AM)	News/Talk	5.1	5.1
WCXR(FM)	Classic rock	3.9	4.3
WWDC-FM	AOR	2.9	4.3
WTOP(AM)	News	3.8	3.7
WAVA(FM)	CHR	4.2	3.6
WHUR(FM)	Urban	3.9	3.6
10. Houston			
KILT-FM	Country	7.3	8.6
KIKK-FM	Country	7.7	7.5
KMJQ(FM)	Urban	7.8	7.2
KLOL(FM)	AOR	7.4	6.2
KTRH(AM)	News	4.6	5.9
KKBQ-AM-FM	CHR	5.2	4.7
KZFX(FM)	Classic rock	3.7	4.2
KQUE(FM)	Nostalgia	3.3	4.1
KODA(FM)	Soft AC	4.0	4.0
KRBE-FM	CHR	4.4	3.9

RATINGS ROUNDUP

After suffering a first-week-of-the-season defeat at the hands of CBS two weeks ago, NBC rebounded and won last week, a week uncharacteristically influenced by PBS programing. For the week of Sept. 24-30, NBC averaged a 12.9 rating and 22 share, followed by CBS which had another strong week, averaging a 12.3/21, while ABC was third again with a 12.6/21. The five top-rated shows for the week were *Cheers* (NBC), *60 Minutes* (CBS), *The Cosby Show* (NBC), *Murphy Brown* (CBS) and *Golden Girls* (NBC) and *Designing Women* (CBS) tied for fifth.

PBS's *The Civil War* a 12-hour documentary averaged a 9.013 over its five nights of Sept. 23-27. In doing so, the historical retrospective outperformed such new, highly touted series as CBS's *Family Man* (7.2/14) *Lenny* (6.9/12) and *E.A.R.T.H. Force* (6.0/11), and NBC's *Lifestories* (6.4/10) and *Hull High* (6.1/11) among others.

Week 2

Sept. 24–Sept. 30

1st column tells rank, 2nd column tells position compared to last week: ▼-Down in rank from last week, ▲-Up in rank from last week, ■-Premiere broadcast. 3rd column tells rating, 4th column tells network, 5th column tells show.

1		19.7/31	N	Cheers
2	▲	19.6/35	C	60 Minutes
3	▲	18.4/31	N	Cosby
4	▲	18.2/27	C	Murphy Brown
5	▼	18.1/27	C	Designing Women
5	▲	18.1/34	N	Golden Girls
7	▼	17.6/26	A	Roseanne
8	▲	17.4/33	N	Empty Nest
9	▲	17.2/27	A	Amer. Funniest Videos
10	▼	17.1/27	N	A Different World
11	▲	17.0/27	C	Murder, She Wrote
12	▼	16.6/26	C	Major Dad
13	▲	16.5/25	A	Amer. Funniest People
14	▲	16.2/25	N	Matlock
15	▲	15.9/26	A	Who's the Boss?
16	▼	15.8/25	A	Growing Pains
17	▼	15.7/24	A	Doogie Howser, M.D
18	▲	15.6/24	A	Head Of The Class
19	▼	15.4/26	N	Heat Of The Night
20	▼	15.3/25	N	Unsolved Mysteries
21	▼	14.9/23	C	Wife:Murder Boston
22	■	14.8/22	A	Coach
22	▼	14.8/25	A	Wonder Years
24	▲	14.7/24	N	Movie:Perry Mason
25	▲	14.5/22	F	Married... With Children
26	▲	14.3/26	A	Family Matters
26	▲	14.3/23	N	Fresh Prince Of Bel Air
28	▲	14.2/28	N	Carol & Company
28	▼	14.2/25	C	Knots Landing
30	▼	14.0/23	C	Movie:Face Of Fear
30		14.0/27	A	Full House
30	▲	14.0/22	N	Movie:Casey's Gift
33	▼	13.9/24	A	Monday Night Football
34	▲	13.7/22	C	Rescue: 911
35		13.6/23	N	Tonight Show 28th Anniv.
36	▼	13.0/20	C	Jake and The Fatman
37	▼	12.6/20	A	Married People
37	▼	12.6/20	C	Uncle Buck
39	▲	12.5/22	N	Hunter
40	▼	12.4/21	C	Trials Of Rosie O'Neill
41	▲	12.2/20	A	Movie:Twin Peaks
41	■	12.2/22	A	Perfect Strangers
43	▲	11.6/19	F	In Living Color
43	▲	11.6/22	A	20/20
45	■	11.4/21	N	Night Court
46		11.3/18	C	Candid Camera Spec.
46	■	11.3/19	A	thirtysomething
48	▲	11.2/17	N	Ferris Bueller
48	▼	11.2/18	C	Flash
50		10.9/17	N	Fanelli Boys
51	▲	10.7/23	N	American Dreamer
52	▲	10.5/17	N	Dear John
52	▼	10.5/20	A	Going Places
52	▼	10.5/18	A	Macgyver
52		10.5/19	C	Mike Wallace
56	■	10.3/19	A	Cop Rock
56	▲	10.3/16	F	Get A Life
58	■	10.1/16	F	Good Grief
59	▼	10.0/19	C	Movie:Coins Fountain
60	■	9.9/19	N	Midnight Caller
61	▼	9.7/18	C	Evening Shade
61	▼	9.7/16	A	Father Dowling
61		9.7/15	A	Gabriel's Fire
64	▼	9.6/18	N	Working It Out
65	▼	9.5/19	A	Young Riders
66	■	9.4/18	N	Wings
67	■	9.2/17	C	Bagdad Cafe
68	▼	9.0/16	A	Primetime Live
69	▼	8.9/16	A	Life Goes On
69		8.9/15	C	Top Cops Spec.
71	▼	8.7/17	N	Parenthood
72	■	8.4/16	N	Quantum Leap
73	▼	8.2/16	C	Hogan Family
73	▼	8.2/14	F	Simpsons
75	▼	7.7/16	C	48 Hours
76	■	7.6/14	A	China Beach
77	▼	7.2/14	C	Family Man
78	▼	6.9/12	C	Lenny
79	▼	6.6/11	C	Doctor, Doctor
80	■	6.4/10	N	Lifestories
81		6.3/13	A	Cop Rock Spec.
82	▼	6.1/10	F	Babes
82	■	6.1/11	N	Hull High
82	▼	6.1/10	F	Parker Lewis
85	▼	6.0/11	C	E.A.R.T.H. Force
86	▼	5.5/10	F	True Colors
87	▼	5.3/10	F	Amer. Most Wanted
88	▼	2.6/5	F	Amer. Chronicles
88	▼	5.2/10	F	Cops
89	■	4.7/7	F	Movie:The Sure Thing
90	▼	4.4/9	F	Totally Hidden Video
91	▼	4.3/7	F	Against The Law
92	▼	3.9/7	F	DEA

FREEZE FRAMES: Syndication Scorecard *

Week ended Sept. 23

Rank	Program (Syndicator)	Rtg	Stns	Covg
1	Wheel of Fortune, syn. (King World)	12.7	219	98
2	Jeopardy! (King World)	11.9	216	98
3	Oprah Winfrey (King World)	8.4	222	99
4	Star Trek: Next Generation (Paramount)	8.3	231	98
5	Entertainment Tonight (Paramount)	7.8	158	95
6	Current Affair (20th Century Fox TV)	7.7	189	95
7	Cosby Show (Viacom)	7.6	206	98
8	Wheel of Fortune, wknd. (King World)	6.7	176	83
9	Donahue (Multimedia)	5.8	231	98
10	Inside Edition (King World)	5.6	125	81
11	Tale Spin (Buena Vista)	4.8	170	96
12	Geraldo (Tribune)	4.6	150	95
13	Current Affair Spec. (20th Century Fox TV)	4.5	172	90
13	Hard Copy (Paramount)	4.5	151	89
15	Chip 'N' Dale (Buena Vista)	4.4	182	94
15	Sally Jessy Raphael (Multimedia)	4.4	186	95

* Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research.

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CHANGING HANDS

This week's tabulation of station and system sales ($250,000 and above)

WYOC(FM) **High Springs, Fla.** □ Sold by Country Broadcasting Co. to Santa Fe Wireless Inc. for $800,000. Price includes $175,000 cash at closing, $525,000 interest-bearing note at 10% and $100,000 for 100-month noncompete covenant. Station went on air in January 1984. **Seller** is owned by Baxter Forrester, who has no other broadcast interests. **Buyer** is headed by Tom and Beth Kenney, husband and wife, and has no other broadcast interests. WYOC has C&W format on 104.9 mhz with 1.6 kw and antenna 450 feet. *Broker: Doyle Hadden.*

WFFG(AM)-WMUM(FM) **Marathon, Fla.** □ Sold by Marathon Wireless Communications Inc. and Breeze 94 Inc. to The Great Marathon Radio Co. for $750,000. Price includes $310,000 cash at closing, $240,000 noninterest-bearing note and $200,000 for consulting agreement. WFFG was acquired in February 1980. WMUM went on air in December 1976. **Sellers** are headed by John F. Thacker; June I. Thacker, and William G. Evans and have no other broadcast interests. **Buyer** is headed by Joseph P. and Jason W. Nascone and has no other broadcast interests. WFFG is fulltimer with country format on 1300 khz with 2.5 kw. WMUM has beautiful music format on 94.3 mhz with 3 kw and antenna 160 feet.

WSCR(AM) **Scranton and** WBCR(AM) **Wilkes-Barre, both Pennsylvania** □ Sold by Gore-Overgaard Broadcasting Inc. to Source Communications Inc. for $400,000. Price includes $100,000 cash at closing and $300,000 interest-bearing note. Stations were acquired in September 1988 and July 1989 for $250,000 and $125,000, respectively. **Seller** is headed by Harold W. Gore and Cordell J. Overgaard and has interests in WTAC(AM) Flint, Mich.; WTMR(AM) Camden, N.J., and WRDZ(AM) Cleveland. **Buyer** is headed by Scott B. Korb and James J. Blumer Jr. and has no other broadcast interests. WSCR has religious format on 1320 khz with 1 kw day and 500 w night. WBCR is fulltimer with MOR format on 1340 khz with 1 kw.

KNVO(TV) **McAllen, Tex.** Sold by Mundovision Broadcasting Co. to Valley Channel 48 Inc. for $500,000. Price includes $400,000 cash at closing and $100,000 noninterest-bearing note. Station is not on air. **Seller** is headed by Gloria and Michael Stromberg and has no other broadcast interests. **Buyer** is headed by Billy B. and Rosalie Goldberg, husband and wife, Mitchel Levy and Thomas R. Matthews. Matthews has interests in 21st Century Corp. and Mundovision Broadcasting. Billy Goldberg has interests in Southwest Multimedia Corp., licensee of KVEO-TV Brownsville, KPEJ(TV) Odessa, KWKT(TV) Waco, all Texas, and KMSS-TV Shreveport, La.; Balcones Broadcasting Ltd. is permittee of KCFP(TV) Austin, Tex. KNVO is independent on ch. 48 with 5,000 kw visual and antenna 650 feet.

PROPOSED STATION TRADES

By volume and number of sales

Last Week:
AM's □ **$2,169,015** □ **8**
FM's □ **$1,066,010** □ **6**
AM-FM's □ **$755,000** □ **5**
TV's □ **$500,000** □ **3**
Total □ **$4,490,025** □ **20**

Year to Date:
AM's □ **$88,056,068** □ **224**
FM's □ **$420,591,793** □ **206**
AM-FM's □ **$336,935,640** □ **185**
TV's □ **$792,841,900** □ **81**
Total □ **$1,638,425,401** □ **696**

For 1989 total see Feb. 5, 1990 BROADCASTING.

KQFX(FM) **Georgetown, Tex. (Austin)** □ Sold by Red River Broadcasting to KHFI Venture Ltd. for $3.85 million. Station was purchased with WTRG(FM) Rocky Mount, N.C. (Raleigh) for $13.1 million ("Changing Hands," May 14). **Seller** is headed by Tom Joyner, president of Joyner Broadcasting, licensee of WZFX(FM) Whiteville, N.C. (Fayetteville); WROV-AM-FM Roanoke, Va., and WTFX(FM) Watertown, Wis. (Madison). **Buyer** is headed by Jay Jones, who is president of Rusk Corp., which has interest in KWES(FM) Odessa, KTRH(AM)-KLOL(FM) Houston and KSMG(FM) Senguin, all Texas. KQFX is on 96.5 mhz with 100 kw and antenna 930 feet. *Broker: Charles Giddens.*

WTBM(FM) **Mexico, Me.** Sold by Tansit Broadcasting Inc. to Richard D. Gleason for $300,000. Station went on air in September 1988. **Seller** is headed by T. Barton Carter, who is licensee of new FM's at Pittsfield and Madison, both Maine. **Buyer** owns WOXO(FM) Norway, WKTQ(AM) South Paris and WTME(AM) Auburn, all Maine. WTBM(FM) has country and AOR formats on 100.7 mhz with 3 kw and antenna 1,125 feet. *Broker: New England Media Inc.*

ests. Buyer is headed by James H. Gray Jr., Richard D. Carson, G. William Speer, Lawrence E. Mock Jr. and Charles Moseley Jr., and has no other broadcast interests. Action Sept. 20.

■ **KSCH-TV Stockton, CA** (BTCCT900425KM: ch. 58; 5000 kw-V; ant. 1,890 ft.)—Granted app. of assignment of license from Pegasus Broadcasting of Augusta, GA to General Electric Capital Corp. Deal includes WJBE(TV) Augusta, GA and WAPA-TV San Juan, PR. Seller is headed by Christopher J. Brennan and Terry R. Sans and has interest in KCAP(AM)-KZMT(FM) Helena, MT. Buyer is headed by John F. Welch Jr., Lawrence A. Bossidy Jr., Edward E. Hood Jr., John M. Trani, John A. Urquhart Sr. and Paul W. Van Orden, and is subsidiary of General Electric (GE). GE owns National Broadcasting Co. (NBC), licensee WNBC-TV New York; WRC-TV Washington; WMAQ-TV Chicago; WKYC-TV Cleveland; KNBC-TV Los Angeles; KCNC-TV Denver, and WTVJ-TV Miami. Action Sept. 11.

■ **KSPK(FM) Walsenburg, CO** (BALH900702GK: 102.3 mhz; 1.9 kw; ant. 377 ft.)—Granted app. of assignment of license from Hargrave Broadcasting Co. to Mainstreet Broadcasting Co. of Colorado Inc. for $275,000. Seller is headed by Charles M. and Cindi Johnson Hargrove. Buyer is headed by Elliot H. Weir Jr. and Tom E. Greene III, and has no other broadcast interests. Action Sept. 12.

■ **WKEN(AM) Dover, DE** (BTC900717EE: 1600 khz; 5 kw-D, 1 kw-N.)—Granted app. of assignment of license from First State Broadcasting Inc. to Rosemary P. Farley for $1. Seller is headed by Joseph P. Farley Sr. and Paul Teevan, and has no other broadcast interests. Buyer is 50% voting shareholder of Blue Hen Broadcasting Inc., licensee of WAMS(AM) Wilmington, DE. Action Sept. 20

■ **WDKC(AM) Fort Pierce, FL** (BAL900824EA: 1330 khz; 5 kw-D, 1 kw-N)—Dismissed app. of assignment of license from Treasure Coast 1330 Corp. to Indian River Wireless Inc. for $425,000. Seller is headed by Edward G. Enns, Bruce R. Abernethy, Michael J. Brown, Richard K. Davis, Maltby F. Watkins, Frank H. Fee III and Richard B. Hellstrom, and has no other broadcast interests. Buyer is headed by Dennis R. Linsin and Jeffrey C. Hennig, and has no other broadcast interests. Action Sept. 24.

■ **WJHG-TV Panama City, FL** (BTCCT900725KI: ch. 7; 316 kw-V; ant. 870 ft.)—Dismissed app. of assignment of license from Terry P. McKenna, executor, to GCC Holdings Inc. for no financial considerations (includes WALB[TV] Albany and KTVE[TV] El Dorado, AR). Seller has no other broadcast interests. Buyer is headed by James H. Gray Jr., Richard D. Carson, G. William Speer, Lawrence E. Mock Jr. and Charles Moseley Jr. and has no other broadcast interests. Action Sept. 20.

■ **WALG(AM)-WKAK(FM) Albany, GA** (AM: BAL900810EC: 1590 khz; 5 kw-D, 1 kw-N; FM: BALH900810ED: 101.7 mhz; 3 kw; ant. 300 ft.)—Granted app. of assignment of license from Platinum Broadcast Ltd. to Radio One - WKAK Inc. for $1,255,200. Seller is headed by Ilene Berns and has no other broadcast interests. Buyer is headed by Dan Rouse, Bob Roddy and Dave Cobb, and has no other broadcast interests. Action Sept. 21.

■ **WALB-TV Albany, GA** (BTCCT900725KH: ch. 1 mhz; 316 kw-V; ant. 964 ft.)—Dismissed app. of assignment of license from Terry P. McKenna, executor, to GCC Holdings Inc. for no financial considerations. Seller has no other broadcast interests. Buyer is headed by James H. Gray Jr., Richard D. Carson, G. William Speer, Lawrence E. Mock Jr. and Charles Moseley Jr. Gray is president and director of Gray Communications Systems Inc. Filed July 25.

■ **WBEZ(FM) Chicago, IL** (BALED900727HV: 91.5 mhz; 8.3 kw; ant. 1,180 ft.)—Granted app. of assignment of license from City of Chicago Board of Education to The WBEZ Alliance Inc. for no financial considerations. Seller is headed by James Compton and has no other broadcast interests. Buyer is headed by Allan Arlow, Carole R. Nolan, Robert Einberge Kay W. McCurd, V. Timothy Goodsel, Wendy Posner and D. John Ayers, and has no other broadcast interests. Action Sept. 18.

■ **WPRT(AM)-WXKZ(FM) Prestonsburg, KY** (AM: BTC900723GE: 960 khz; 5 kw-D. FM: (BTCH900723GF: 105.5 mhz; 1.7 kw; ant. 390 ft.)—Granted app. of assignment of license from Ed Walters Management Inc. to Jeffrey L. Meek and Arnold L. Meek for $300,000. Seller is headed by Ed Walters and has no other broadcast interests. Buyers have no other broadcast interests. Action Sept. 17.

■ **WXOK(AM) Baton Rouge, LA** (BAL900119EC: 1460 khz; 5 kw-D; 1 kw-N)—Granted app. of assignment of license from Winnfield Life Broadcasting Corp. to Citywide Broadcasting Corp. $1 million. Seller is headed by Ben D. Johnson and has no other broadcast interests. Buyer is headed by Peter Moncrieffe and Willie E. Tucker and is licensee of KQXL-FM New Roads, LA. Action Sept. 20.

■ **KJEZ(FM) Poplar Bluff, MO** (BALH900801GL: 95.5 mhz; 100 kw; ant. 860 ft.)—Granted app. of assignment of license from K-W Broadcasting Inc. to ACI Broadcasting of Poplar Bluff Inc. for $900,000. Seller is headed by Truman J. and Robyn S. Walker, husband and wife, and has no other broadcast interests. Buyer is headed by Vincent A. King, John W. Titus, William A. Pitney and John W. Perdue Jr., and has no other broadcast interests. Action Sept. 20.

■ **WJCS(FM) Bayboro, NC** (BAPH900716HJ: 97.9 mhz; 3 kw; ant. 312 ft.)—Granted app. of assignment of license from Theresa Schreiber, et al., to Spartan Broadcasting Inc. for no financial considerations. Transfer is part of reorganization of company. Sellers have interests in Spartan Broadcasting. Buyer is headed by Edward L. Bolding, S. Paul Schreiber, Edward L. Bolding, J. Thomas Moore, and have interest in WJCS(FM). Action Sept. 17.

■ **WFNV(AM) Campbell, OH** (BTC900726EH: 1330 khz; 0.50 kw-D)—Granted app. of assignment of license from WVBR Inc. to Raymond D. Travaglini and Sandy B. Petruso for $130,000. Seller is headed by Michael F. Perry. Buyer has no other broadcast interests. Action Sept. 24.

■ **WVOZ-AM San Juan, PR** (BAPL900405ED: 870 khz; 10 kw-U)—Granted app. of ssignment of license from Continental Broadcasting Corp. to Aerco Broadcasting Corp. for $800,000. Seller is headed by Pedro Roman Collazo, who has interest in Southwestern Broadcasting Co., licensee of WBOZ(AM) Sabana Grande and WBOZ(FM) Hormigueros, both Puerto

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,979	247	5,226
Commercial FM	4,308	867	5,175
Educational FM	1,430	282	1,712
Total Radio	10,717	1,396	12,118
Commercial VHF TV	550	19	569
Commercial UHF TV	552	185	737
Educational VHF TV	124	4	128
Educational UHF TV	226	20	246
■ Total TV	1,452	233	1,680
VHF LPTV	300	205	505
UHF LPTV	457	1,508	1,965
■ Total LPTV	757	1,713	2,470
FM translators	1,849	290	2,139
VHF translators	2,732	116	2,848
UHF translators	2,223	401	2,624

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

Broadcasting Oct 15

Reaching 113,000 readers every week — 59th Year 1990

TELEVISION / 53

Salzman branches out Moonves moves up in Lorimar shuffle

RADIO / 65

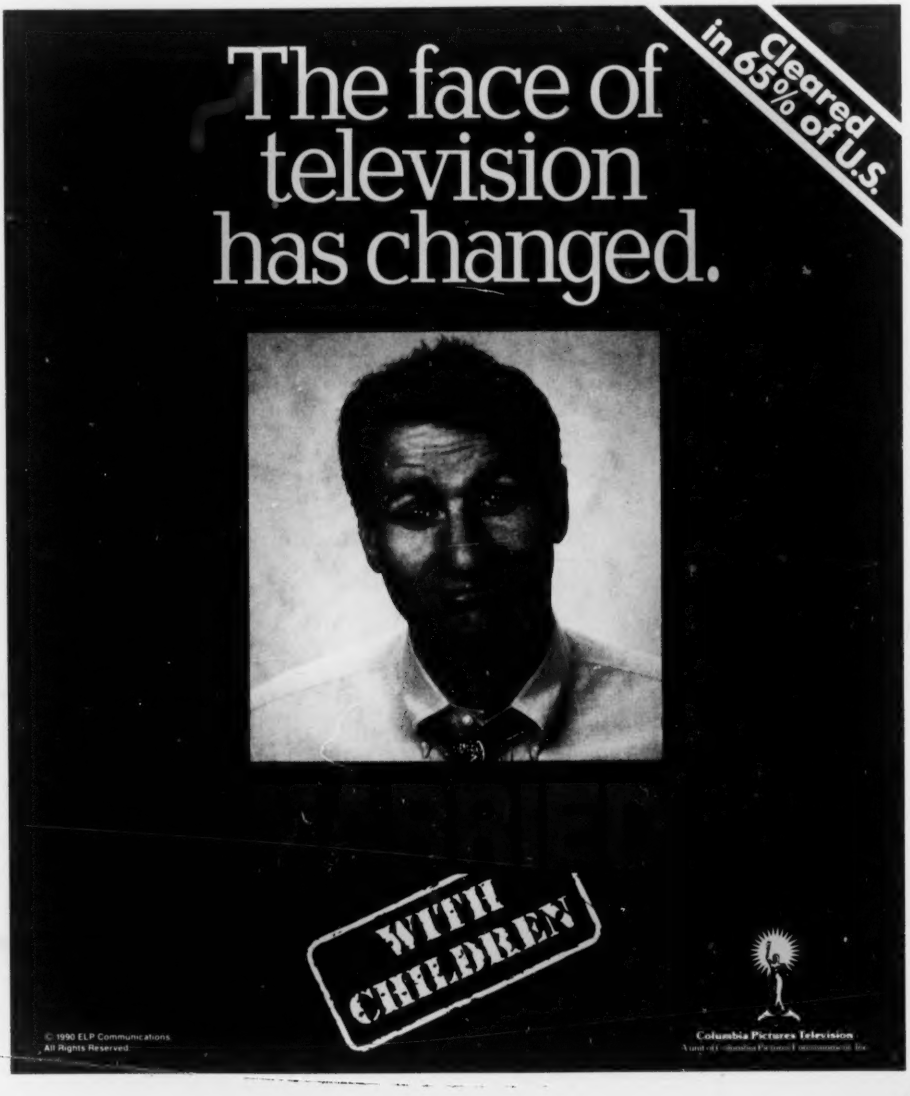
This year's radio buzz-word: the financial workout

CABLE / 60

TCI leads the charge to give cable a new image

BUSINESS / 70

Plans are already underway for new children's TV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Vol. 119 No. 16

Wall Street downgrades network earnings

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THIS WEEK

31 / CHANGING TIDES

TV network earning estimates are cut by Wall Street analysts. Uncertainty in advertising and ratings may lead to further revisions.

32 / MIPCOM FRONT

Among the news from the fall program market in Cannes, France: German pay film channel Premiere, due to launch next spring as a joint venture between Canal Plus of France and Kirch Group of Germany, has selected the European satellite Astra as its main direct-to-home satellite. Also, Carolco Films International has entered into a multi-year output deal with England's ITV network, and MTV will air a weekly hour in the Soviet Union.

35 / CHANGING NEWS

NBC-owned WRC-TV Washington has added a new twist on the nationwide search for ways to create more local news at little extra cost—a long-term agreement to produce a 7:30 p.m. half-hour of "headline" news to be aired on independent Washington UHF WFTY(TV), beginning New Year's Eve.

37 / INTV MEET

Going into next week's INTV directors meeting in Naples, Fla., many board members believe that the Fox stations still have too much in common with other independent stations to defect any time soon. (See also page 74.)

38 / NBC UNBUNDLES PPV OLYMPICS PRICING

NBC and Cablevision have responded to complaints from cable operators about what they consider an expensive and inflexible pricing package for the 1992 pay-per-view Olympics. Still priced at $150 for 15 days, new preliminary pricing options now go as low as $40 for a single day. For cable, the price may still be too high, but some NBC affiliates don't want to see it go any lower.

42 / TV TECHNOLOGY: 1990

Although adjusting to emerging TV technologies will be complex and expensive, the final effect will be new, more cost-effective operation for stations and a doubling of picture and sound quality in the home. In this special report, BROADCASTING looks at high-definition TV—which some say will be here sooner than anticipated—and digital technology, which is expected to have a greater effect on mobile production. Also, beginning on page 50: a look at how technical experts worldwide view the status of HDTV and digital development.

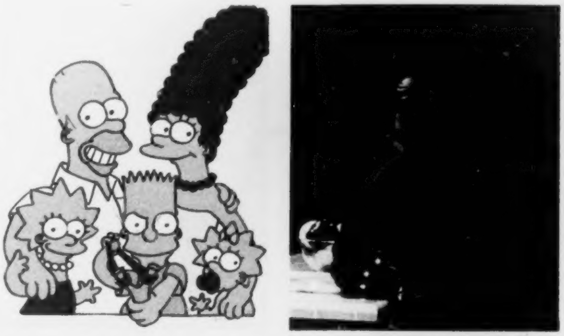
53 / NEW MILLENIUM

David Salzman has turned over his presidency of Lorimar Television to Les Moonves, executive VP, creative affairs of the Time Warner-owned studio division, to create Millenium, a multi-media independent production company affiliated with Warner Bros. Inc.

56 / STEELING VIEWERS

Producer Doug Cramer and NBC are going up against CBS's post-season baseball coverage with two Danielle Steel novels turned into TV movies. The two projects are the first of many Steel adaptations to come, since The Cramer Co. has an exclusive agreement with the author to produce any of her unproduced books.

Bart vs. Bill (page 31)



60 / CABLE ADS

TCI has launched a multi-million dollar national ad campaign—with the help of Hal Riney and Partners—in spots laced with warm, fuzzy, down home images. The nation's largest MSO has also called on NCTA to create an industrywide public relations effort.

64 / FNN FOR SALE?

Financial News Network's financial auditing problems may make the company more attractive to prospective buyers and make its owners more willing to sell.

65 / WORKING OUT

With broadcasters facing the loss of considerable equity and banks standing to lose millions in principal and interest, the financial workout has become a growing fact of life in the 1990's. By most definitions, that involves the negotiated restructure of a station's debt, possibly (and usually) leading to the eventual sale of a station.

70 / BABY MARKET

The industry is moving ahead on changing the children's day part without waiting for the administration to act on legislation. In the works are new programs, revised shows and revised barter splits.

74 / KEEPERS OF THE INDEPENDENT FLAME

Independent TV stations not affiliated with Fox

Broadcasting Co. are, in many cases, enjoying the same success as their Fox brethren. With more programing available and fewer stations competing for it, "true independents" (the term they prefer) are able to bid on previously unattainable fare. Another plus, as Fox affiliates improve, so do their rate cards, allowing non-Fox independent stations to raise their rates and prevent downward pricing pressure. The greatest concern to independents today may not be rival broadcasters, but basic cable networks that sometimes pay more for movie packages than independents are willing to spend.

Crosby, Stills and Nash in high-definition on MTV (page 42)

75 / PROFITS DOWN

A 19% jump in Broadcast Group costs has caused a sharp decline in CBS's third quarter earnings. Television network programing costs are blamed.

78 / 'STILL IN'

Two months ago, NBC Cable President Tom Rogers said he had lost considerable faith that cable programers would risk alienating cable operators to deal with competing multichannel TV services like the prospective $1 billion direct broadcast satellite service Sky Cable. NBC, he had said, had become "much more convinced" that legislation mandating DBS access to programing had become necessary. Now that such a law appears dead in the current Congress, NBC partner News Corp. says it is "still in" Sky Cable. But NBC President Robert Wright has intimated the network will return to square one on the $75 million DBS gamble.

80 / FIN-SYN FODDER

The group representing Hollywood producers and others in the battle over fin-syn, said it was "simply flat wrong" that repeal of the rules would benefit independent producers, as CBS and NBC claim.

PEE-WEE
~~PLAY~~ HOU
SCHOOL

Children's TV daypart is changing (page 70)

82 / REGIONAL FRANCHISES

Britain's commercial TV broadcasters, just months away from a government-imposed auction of their regional franchises, may have to compete against far fewer bidders than was once expected. Among those likely to emerge as players are European media companies and U.S. companies, especially Hollywood's major studios, which were advised to concentrate on their advantage in global program supply.

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Hour. Copacabana, New York. Information: (212) 768-4510.

Oct. 17—*Washington Metropolitan Cable Club* meeting. Speaker: Robert Wussler, president-CEO, Comsat Video Enterprises. Washington Marriott, Washington. Information: Melva Daniel, (301) 294-7610.

Oct. 17—*Society of Broadcast Engineers, New York chapter 15*, meeting. Topic: broadcast cartridge machine technology for the 1990's and a new technique on digital stereo generation for FM broadcasting. New York Times building, New York. Information: Chris Tobin, (212) 541-9200, or David Bialik, (212) 634-6595.

■ **Oct. 17**—"Hard Work, Dedication and Commitment to Your Customer," meeting of *American Women in Radio and Television, Houston chapter*. Holiday Inn Crowne Plaza, Houston. Information: Jennifer St. John, (713) 621-2680.

Oct. 17-18—*San Diego Communications Council's* fourth annual conference. Theme: "Uncertain Future: New Directions for Communications Technologies and Public Policy." Participants include FCC Chairman Al Sikes, Ambassador Diana Lady Dougan; Brian Lamb, C-SPAN; James Robbins, Cox Cable Communications; Stephen Petrucci, Hughes Communications, and David Bartlett, Radio-Television News Directors Association. La Jolla Marriott, La Jolla, Calif. Information: (619) 237-2430.

Oct. 17-18—*Kentucky Broadcasters Association* convention. Luncheon speaker: Pierson Mapes, president, NBC-TV. Radisson, Lexington, Ky.

Oct. 17-19—*Indiana Broadcasters Association* fall convention. Theme: "Broadcasting's Changing Landscape." Airport Holiday Inn, Indianapolis. Information: (317) 638-1332.

Oct. 18—*International Radio and Television Society* newsmaker luncheon. Speaker: New York Mayor David Dinkins. Waldorf-Astoria, New York. Information: (212) 867-6650.

Oct. 18—Communications Excellence to Black Audiences awards dinner, sponsored by *World Institute of Black Communications*. New York Hilton, New York. Information: (212) 714-1508.

Oct. 18-19—*C-SPAN* "Capitol Experience" seminar "to provide cable operators with insight into the network's programing philosophy, reasons to carry C-SPAN and ways to promote it among their general audience." C-SPAN headquarters, Washington. Information: (202) 737-3220.

Oct. 18-20—*National Religious Broadcasters, Eastern chapter*, meeting. Sandy Cove Conference Center, Northeast, Md. Information: Sue Bahner, (716) 461-9212.

Oct. 18-20—*Friends of Old-Time Radio* 15th annual convention. Holiday Inn-North, Newark, N.J. Information: Jay Hickerson, (203) 248-2887.

Oct. 18-21—*Minnesota Broadcasters Association* 41st annual convention. Radisson hotel, St. Paul. Information: (612) 926-8123.

■ **Oct. 18-Nov. 15**—"Creating for Television," seminars sponsored by *American Film Institute*. AFI, Los Angeles. Information: (213) 856-7600.

Oct. 19— *Minnesota Association of Cable Television Administrators* sixth annual fall conference. Theme: "Expanding Visions of Community Television: What's Your City's Role?" Holiday Inn-St. Louis Park, Minneapolis. Information: (612) 347-0434.

Oct. 19-20—*American Women in Radio and Television* South Central area conference. Hilton Inn, Northwest, Oklahoma City. Information: (405) 728-1111.

ERRATA

Following Radio-Television News Directors Association's 45th Annual International Conference and Exhibition in San Jose, NBC News President Michael Gartner said that **news division would end up this season $15 million-$20 million in red** due to escalating cost in covering Persian Gulf crisis. Gartner said it was his hope to have budget surplus in 1991.

A&E's prime time (8-12 p.m.) **ratings for second quarter 1990 were 0.7,** compared to 0.6 year earlier. Figure of 1.1 in ratings chart in Oct. 8 issue was combined figure from 8 p.m. to 4 a.m. And Family Channel's ratings for quarter in prime time were 0.8 (376,000 households), up from 0.7 (315,000 households) in year earlier period. Full day ratings remained steady at 0.5.

Oct. 19-21— *Investigative Reporters & Editors* regional conference. Westin hotel, Detroit. Information: (314) 882-2042.

■ **Oct. 19-Dec. 29**—"Comedians' Choice: Acts and Influences," screening series exploring influence of TV's past programs and performers on contemporary comedians. Museum of Broadcasting, New York. Information: (212) 752-4690.

Oct. 20-23—*North Carolina Association of Broadcasters* annual convention. Adams Mark hotel, Charlotte, N.C. Information: (919) 821-7300.

ALSO IN OCTOBER

Oct. 23—"The New Realities of Women's Power," conference sponsored by *Women, Men and Media*, headquartered at University of Southern California journalism department, including panel on "Women in Broadcast News." Columbia University Graduate School of Journalism, New York. Information: (212) 877-1250.

■ **Oct. 23-25**—*Kansas Association of Broadcasters* annual convention. Hilton East, Wichita. Information: Harriet Lange, (913) 235-1307.

Oct. 24—*Cable Television Administration and Marketing Society* management day. Atlantic City, N.J. Information: (703) 549-4200.

Oct. 24—Annual Bayliss Media Roast, sponsored by *John Bayliss Broadcast Foundation*. Plaza Hotel, New York. Information: Kit Hunter Franke, (408) 624-1536.

Oct. 24—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Thomas Morgan, president, WNYC Communications Group. Copacabana, New York. Information: (212) 768-4510.

■ **Oct. 24**—"Effect of Television News on Political Thought," brown bag lunch with Michael Milburn, professor of social psychology, University of Massachusetts, sponsored by *Joan Shorenstein Barone Center on the Press, Politics and Public Policy, John F. Kennedy School of Government, Harvard University*. Taubman, Harvard, Cambridge, Mass. Information: (617) 495-8269.

Oct. 24-25—"Prejudice in America: Racial, Cultural and Religious," conference for journalists sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 337-3603.

Oct. 24-26—Third annual short course on "Management of Electromagnetic Energy Hazards," sponsored by *Rutgers University* and *Electromagnetic Energy Policy Alliance*. Cook College Campus, Rutgers University, New Brunswick, N.J. Information: (201) 932-9271.

Oct. 25—*Radio Advertising Bureau* regional sales training workshop, "dramatizing radio's competitive advantages against other media, and ways radio salespeople can accentuate radio's strengths in a media mix with other media, especially newspapers." Detroit. Information: (212) 254-4800.

■ **Oct. 25**—"Eastern European Media in Transition," seminar on communications and society co-sponsored by *Gannett Center for Media Studies* and *Columbia University*. Gannett Center, journalism building, Columbia University, New York. Information: (212) 280-8392.

■ **Oct. 25**—"How to turn an idea into a show and get it on the air," drop-in breakfast sponsored by *National Academy of Television Arts and Sciences, New York chapter*, featuring George Heinemann, producer, formerly with NBC, now professor, New York University. New York Television Academy, New York. Information: (212) 768-4510.

Oct. 25-27—*Tennessee Association of Broadcasters* annual convention. Park Vista hotel, Gatlinberg, Tenn. Information: (615) 399-3791.

■ **Oct. 26**—*Radio-Television News Directors Association* region 13 fall regional meeting. Omni Shoreham, Washington. Information: (202) 659-6510.

■ **Oct. 26**—"Bringing History to Television: The Challenge of Historical Documentary Making," inaugural address, presented by Henry Hampton, executive producer, PBS's *Eyes on the Prize*, for *Center for History in the Media*, new disciplinary program of departments of history and communication, George Washington University. GWU, Marvin Center, Washington. Information: (202) 994-7238.

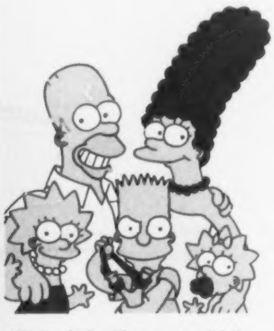
■ **Oct. 26**—"Politics and Media," brown bag lunch with Jeff Greenfield, political and media analyst, ABC News, sponsored by *Joan Shorenstein Barone Center on the Press, Politics and Public Policy, John F. Kennedy School of Government, Harvard University*. Taubman, Harvard, Cambridge, Mass. Information: (617) 495-8269.

Oct. 26-28—*American Women in Radio and Television* North Central area conference. Louisville, Ky. Information: Sondra Lee, (502) 426-2626.

■ **Oct. 27**—Presentation of Silver Circle Awards sponsored by *National Academy of Television Arts and Sciences, Washington chapter*, hosted by Fox's Maury Povich. Ramada Renaissance, Washington. Information: Dianne Bruno, (202) 587-3993.

■ **Oct. 27**—"Packaging and Selling Your Pro-

TOP OF THE WEEK



Homer's family comes within

FAMILIES FEUD

Don't have a cow, NBC, you still won Thursday night. However, Fox's *The Simpsons*—in its first head-to-head meeting with *The Cosby Show* with both series airing original episodes—finished one-tenth of a rating point behind the NBC powerhouse. Bart & Family pulled an 18.4 rating versus *The Cosby Show's* 18.5, and both shows captured a 29% share of the audience.

The rating was the best ever for an episode of the animated show, and the share was the highest ever for a Fox series, beating the mark set by *Married...with Children* (last year's Christmas episode) of 18.4/27 by two share points.

The good news for all the networks was the three-network and Fox share rose to 84%, up more than 10 points from Thursday, Sept. 27, the last Thursday when regular series programing aired.

1/10 of a point of the Huxtables

TV NETWORKS: THE OTHER RATINGS DECLINE

Most Wall Street analysts cut earnings for 1990 and 1991; CBS and Capital Cities/ABC generally avoid being panned; Fox may out earn CBS

Wall Street has the knives out on network earnings. Even before the prime time ratings picture has cleared, securities analysts have been cutting earnings estimates for the network parent companies, largely because of weak advertising. Further estimate reductions could be made depending on the outcome of ratings and advertising, but financial interests and syndication changes and other investment considerations have kept either CBS or Capital Cities/ABC on the buy lists of most analysts.

The damage to earnings from the current scatter market was quantified by John Reidy and Jeffrey Russell of Smith Barney, Harris Upham & Co., who, discussing CBS, said the 10%-20% price discount estimated to currently exist would cut roughly $20 million-$40 million off network revenue and profit, which filters down to an after-tax earnings per share reduction of 50 cents-to-one dollar.

While agreeing about the operating problems many analysts disagree which network parent stock makes the better purchase or "hold." Alan Kassan of Morgan Stanley already saw signs in the first week of prime time ratings that CBS could have "...the initial building blocks for a prime-time ratings turnaround..." and thus maintained his buy rating on the stock. While most analysts were still waiting for more ratings information before making a judgment, some of them, such as Christopher Dixon of Kidder Peabody, were continuing to suggest the stock on the basis of a valuation logic: "CBS has roughly $105-$110 per share in cash, so...if you were to subtract the value of "Black Rock" and some of the TV stations, you would be getting the rest, including radio and the television network for free." Such logic is what has kept a floor under the stock's price over the past two years.

Kassan, in a report, "Capital Cities/ABC: Everything has already gone right," was skeptical about the ability of that company to improve margins. But the ABC parent company has at least as many supporters as CBS. Among the analysts that have buys on both stocks is Lisa Donneson of County NatWest.

Many analysts recommend Capital Cities/ABC for traditional reasons, including the company's perceived management talent and share repurchases. Also some, such as First Boston's Jessica Reif, said the stock historically trades at a premium to the average stock's price earnings ratio, but that it is now at a discount.

Earnings growth projections are dependent on not only what is happening currently but on comparisons with prior and future periods. For Capital Cities/ABC the comparisons include the fact that merger-related accounting benefits the company recognized last year are no longer available, while next year the company will have the Super Bowl which should benefit earnings.

Sports contracts comprise most of the unfavorable 1991 comparisons for CBS. The Super Bowl results helped 1990 earnings while the new football contract will result in a $30 million "negative swing" said Smith Barney's Reidy. He added the baseball contract could lead to a $25 million-or-greater loss for CBS, and, conversely, the basketball contract, now with NBC, had contributed more than $40 million in 1990 operating profits. Said Jay Nelson of Brown Brothers Harriman & Co.: "The adverse swing on these 1991-1990 events will...be around $2.30 per share after taxes."

Reidy said he wouldn't be shocked if the CBS television network didn't make any money in 1991.

Most securities analysts do not follow NBC as closely, in part because that network's earnings get lost in the total

TAKE TWO: WALL STREET PROJECTS TWO TELEVISION ECONOMIES

(In millions of dollars, except stock prices and earnings per share.)

CBS—154½*

	1989	1990	1991
TV Network revenue	$2,327-$2,350	$2,599-$2,700	$2,761-$2,850
TV station revenue	390-425	422-455	440-470
TV Network income	100-117	54-95	0-70
TV station income	133-159	146-165	156-170
Net earnings per share	$11.54	$11-$12.40	$9-$12.50

Capital Cities/ABC—438¾*

	1989	1990	1991
TV Network revenue	$2,400-$2,410	$2,650-$2,686	$2,875-$2,900
TV station revenue	795-820	840-855	880-905
TV Network income	160-257	305-364	375-402
TV station income	405-432	420-450	445-485
Net earnings per share	$27.25	$29-$31.01	$32-$36.50

Numbers for 1990 and 1991 represent range of estimates by securities analysts, including those at Smith Barney, Harris Upham & Co., Morgan Stanley; Kidder, Peabody & Co.; First Boston and County NatWest. Estimates of divisional revenue and income may also differ because of definitional differences.

*Closing stock price, as of Friday, Oct. 12.

picture of parent corporation, General Electric. One analyst projected NBC's 1990 earnings to be down by 10%-20%. As for Fox Broadcasting, First Boston's Reif said she was maintaining her estimated network earnings of $70 million for the year ending June 1991—the other three are on a calendar year—but added, "...this could be optimistic, particularly given the extremely weak television advertising market."

More positively an expected change in the financial interest and syndication rules is now making a regular appearance in securities analysts reports. Nelson said a change favorable to the networks could still negatively impact near-term earnings but added, "The networks could generate some substantial cost savings in ways that we haven't thought of or that even they haven't thought of yet." Another reason for some uncertainty regarding the change is whether the networks could be acquired, or be an acquirer. Wrote Reidy and Russell, the possibility of Capital Cities/ABC making a big purchase is a risk for the shares "...in a gun-shy stock market..."

Reasons for recommending the stocks also include the performance of the owned TV stations, which is expected to be moderate, and other divisions. Besides industry fundamentals, the stock's price, the stock price-to-earnings-per-share ratio, and the difference between the stock price and the company's hypothetical private market value per share. Also important is market psychology which, said Paine Webber's Alan Gottesman, is currently negative: "I think the atmosphere has gotten a little foul, and is not really attributable to either Capital Cities/ABC or CBS. We are hearing all kinds of stories about scatter and...since investors are skittish, it doesn't seem a propitious moment to be sticking one's head above the trench line." Gottesman is currently neutral on both stocks, perhaps a safe place to be considering that many "buy" recommendations have been maintained on both Capital Cities/ABC and CBS throughout the period when their stock prices declined by more than 20%. **—GF**

EUROPEAN COMMUNIQUE FROM THE MIPCOM FRONT

Late-breaking news from the fall program market which opened in Cannes, France, last Thursday (Oct. 11):

- German pay film channel Premiere, due to launch next spring as a joint venture between European program powerhouses Canal Plus of France and Kirch Group of Germany, has selected the European satellite Astra as its main direct-to-home (DTH) satellite. The decision boasts Astra's chances of building a German DTH market for both its first bird and a soon-to-be launched second satellite. Premiere is also to be on the German telecommunications satellite Kopernikus, primarily for reach into cable homes, and is still grappling with the possibility of MAC DTH transmissions via the Franco-German DBS bird TVSAT2.
- Carolco Films International said last week it has entered into a multiyear output deal with England's ITV network. According to John Ranck, CFI president, the deal gives ITV rights to all made-for-TV movies and mini-seriers produced by Carolco subsidiary Carolco Television Productions, including the recent movies, "Shattered Dreams" (Lindsay Wagner) and "Call Me Anna" (Patty Duke).
- The Soviet Union wants its MTV too. MTV announced at MIPCOM it signed an agreement with Gostelradio to air one hour weekly of MTV on ch. 1 of the Soviet network, beginning Oct. 12. The music segment will be included in a weekly Friday night show for teens called *Glance*. MTV said that show is available to 88 million homes (95% of the country) and about 200 million potential viewers.
- Beyond International of Australia and four European partners (BBC, Spain's TVE, Sweden's SVT, France's Gideon and RAI of Italy), announced the completion of a joint 10-part magazine series exploring changes in Europe called *Extra*. In addition to the five main partners, three other broadcasters produced segments for each episode: Poland's Poltel, Hungary's MTV and Spain's TVE.
- Republic Pictures has bought Sugar Entertainment, Los Angeles. Sugar specializes in worldwide marketing of feature films. Sugar President Larry Sugar remains with the company, which will operate as a division of Republic Pictures International. With the acquisition of Sugar, Republic gets the international rights to such films as Stephen King's "Graveyard Shift" and "The Plastic Nightmare."
- NBC International will distribute SportsChannel America product (about 3,500 hours annually) to overseas markets. NBC jointly owns SportsChannel America, and Rainbow Programing Services (Bravo and American Movie Classics) with Cablevision System, Long Island, N.Y. **—AAG,SM**

RATINGS ROUNDUP

The 1990-91 season continues to be competitive, with only 6/10 of a ratings point separating first and third place. For the week of Oct. 1-7, NBC was first with a 12.9 rating/22 share, followed by ABC with a 12.5/21 and CBS with a 12.3/21. Fox had a 6.2/11. By night, NBC won Wednesday, Thursday and Saturday; ABC won Tuesday, Friday and Sunday, and CBS won Monday. The top five shows of the week were: *Cheers*, for the third consecutive week (NBC), *The Cosby Show* (NBC), *A Different World* (NBC), *America's Funniest Home Videos* (ABC) and *Designing Women* (CBS).

Week 3

Oct. 1–Oct. 7

1st column tells rank, 2nd column tells position compared to last week: ▼-Down in rank from last week, ▲-Up in rank from last week, ■-Premiere broadcast. 3rd column tells rating, 4th column tells network, 5th column tells show.

1		21.1/33	N	Cheers
2	▲	19.5/33	N	Cosby
3	▲	19.4/31	N	A Different World
4	▲	18.9/30	A	Amer. Funniest Videos
5		18.2/28	C	Designing Women
6	▲	18.1/28	A	Roseanne
7	▲	18.0/28	A	Amer. Funniest People
8	▼	17.7/27	C	Murphy Brown
9	▲	17.2/28	N	Unsolved Mysteries
10	▼	17.1/31	N	Golden Girls
11	▼	16.9/31	N	Empty Nest
12	▲	16.4/26	N	Matlock
13	▲	15.9/25	A	Doogie Howser, M.D.
14	■	15.8/25	N	Grand
15	▲	15.6/25	A	Coach
16		15.5/25	A	Growing Pains
17	▼	15.4/25	A	Who's the Boss?
18	▲	15.2/24	N	Heat Of The Night
18	▲	15.2/27	A	Monday Night Football
20	▲	15.1/25	A	Wonder Years
21	▲	14.9/29	A	Full House
22	▲	14.6/24	A	Movie:Remember Me
22	▼	14.6/23	A	Head Of The Class
24		14.4/25	N	Lucky/Chances, Pt.1
25	▲	14.3/26	A	Family Matters
25	▼	14.3/22	C	Major Dad
25	▲	14.3/23	N	Movie:Promise To Keep
28		14.2/24	C	Sun. A.L. Playoff
29	▼	13.7/25	N	Carol & Company
30	▲	13.6/25	C	Movie:Children/Bride
31		13.3/24	C	60 Minutes Spec.
32	▲	13.2/21	C	Jake and The Fatman
32	▲	13.2/21	C	Rescue: 911
32		13.2/24	C	Top Cops
32	▲	13.2/23	C	Trials Of Rosie O'Neill
36	▼	13.0/21	N	Fresh Prince Of Bel Air
37	▼	12.5/19	F	Married...With Children
38	▲	12.4/23	A	thirtysomething
39		12.3/24	C	Sat. A.L. Playoff
39	▼	12.3/20	A	Married People
41		12.2/21	C	Thurs. N.L. Playoff
42	▲	12.1/21	A	Macgyver
43	▼	11.8/21	A	Perfect Strangers
43	▲	11.8/22	N	Working It Out
45	▲	11.7/19	N	Dear John
46	▼	11.6/22	A	20/20
47	▼	11.5/21	N	Hunter
47	▲	11.5/18	N	Lifestories
49	▲	11.3/20	A	Primetime Live
49	▼	11.3/18	C	Uncle Buck
51	▼	11.2/17	N	Ferris Bueller
52		10.9/20	N	Law And Order Prev.
53	▼	10.8/18	C	Movie:Angel Of Death
54	▼	10.7/21	N	American Dreamer
55	▲	10.6/17	A	Father Dowling
56	▼	10.5/16	N	Fanelli Boys
56	▲	10.5/20	N	Parenthood
58	▼	10.3/19	A	Going Places
58	▼	10.3/17	F	In Living Color
60		10.1/19	N	Story Behind The Story
61	▲	10.0/18	C	Bagdad Cafe
61		10.0/16	A	Gabriel's Fire
63	▲	9.9/18	A	Life Goes On
64	▲	9.6/16	F	Simpsons
65	▼	9.5/17	N	Night Court
66	▼	9.3/10	C	Evening Shade
67	■	9.2/18	A	Twin Peaks
68	▼	9.1/17	N	Wings
69	▼	8.8/14	F	Get A Life
70		8.6/15	C	Thurs. N.L. Playoff Pre.
71	▲	8.1/15	N	Quantum Leap
72		8.0/14	C	Sun. A.L. Playoff Pre.
72	▼	8.0/15	A	Young Riders
74		7.9/16	C	Sat. A.L. Playoff Pregame
74	▼	7.9/15	N	Midnight Caller
76	▼	7.8/12	F	Good Grief
77	▼	7.5/14	A	China Beach
78		7.3/17	C	Thurs. N.L. Playoff Post.
79	■	7.2/12	F	Beverly Hills 98210
79	▼	7.2/13	A	Cop Rock
81	▲	6.8/11	N	Hull High
81	▼	6.8/11	C	Lenny
83	▼	6.7/11	C	Doctor, Doctor
84	▲	5.7/11	F	Amer. Most Wanted
85	▼	5.4/9	F	Parker Lewis
86	▲	4.8/9	F	Cops
87	▲	4.7/9	F	Totally Hidden Video
87	▼	4.7/9	F	True Colors
89	▲	4.1/8	F	Haywire
90	▲	3.7/7	F	DEA
91		3.5/6	F	Against The Law
91	▲	3.5/6	F	American Chronicles

FREEZE FRAMES: Syndication Scorecard *

Week ended Sept. 30

Rank	Program (Syndicator)	Rtg	Stns	Covg
1	Wheel of Fortune, syn. (King World)	12.7	220	99
2	Jeopardy! (King World)	11.4	215	98
3	Star Trek: Next Generation (Paramount)	9.4	223	98
4	Oprah Winfrey (King World)	8.6	222	99
5	Entertainment Tonight (Paramount)	7.9	158	95
6	Current Affair (20th Century Fox TV)	7.5	187	94
7	Cosby Show (Viacom)	7.4	206	98
8	Wheel of Fortune, wknd. (King World)	7.0	178	80
9	TV Net Movie (Tribune)	6.4	111	87
10	Donahue (Multimedia)	5.8	229	97
11	TV Net Extra (Tribune)	5.2	125	81
12	Inside Edition (King World)	5.2	125	81
13	Pro F'ball-Funniest Prank (Rotfeld Prod.)	4.8	170	96
14	Tale Spin (Buena Vista)	4.7	171	96
15	Chip 'N' Dale (Buena Vista)	4.6	183	96

* Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research.

CHANGING HANDS

This week's tabulation of station and system sales ($250,000 and above)

WXDJ-FM Homestead, Fla. □ Sold by New Age Broadcasting Inc. to Viva America Media Group for $14.5 million. Price is asset purchase agreement to be paid in full at closing. Station was acquired in December 1987. **Seller** is owned by Russell Oasis, Robert M. Potamkin and Alan H. Potamkin. Oasis is president of Oasis Broadcasting Inc.; Alan H. and Robert M. Potamkin have interests in Potamkin T-V Investments Inc., which owns 50% of voting stock of Tequesta Television Inc., which is partner of Phipps-Potamkin Television Partners, permittee of WPBF(TV) Tequesta, Fla. **Buyer** is owned by Amancio Victor Suarez, Charles M. Fernandez and Amancio Jorge Suarez, who have interests in Mambisa Broadcasting Corp., partner of assignor. Viva America Media Group has interests in licensee of WAQI(AM) Miami, and licensee of WRTO(FM) Goulds, Fla. WXDJ-FM has adult contemporary format on 95.7 mhz with 100 kw and antenna 982 feet above average terrain.

PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ **$382,000** □ **3**

FM's □ **$16,400,833** □ **4**

AM-FM's □ **$325,000** □ **2**

TV's □ **$0** □ **0**

Total □ **$17,107,833** □ **9**

Year to Date:

AM's □ **$88,438,068** □ **227**

FM's □ **$436,992,626** □ **210**

AM-FM's □ **$337,260,640** □ **187**

TV's □ **$792,841,900** □ **81**

Total □ **$1,655,533,234** □ **705**

For 1989 total see Feb. 5, 1990 BROADCASTING.

WRSC(AM) State College and WQWK(FM) University Park, both Pennsylvania □ Sold by TMZ Broadcasting Co. to McVay Broadcasting of State College for $6 million. Stations were acquired in February 1989. **Seller** is headed by Robert Tudek, Everett Mundy and Robert Zimmerman and has interests in WTAD(AM)-WQCY(FM) Quincy, Ill.; WEST(AM)-WLEV(FM) Easton and WRKZ(FM) Hershey, both Pennsylvania, and WWAZ(AM)-WWLI(FM) Providence, R.I. **Buyer** is headed by Michael and Doris McVay, husband and wife, who own 19% voting stock and 23 shares of nonvoting stock of Erie Coast Communications Inc., licensee of WFDF(AM)-WDZZ(FM) Flint, Mich., and owns 15% of voting stock of Vista Communications Inc., general partner of Naples Radio Partners Ltd., licensee of WCOO(FM) Immocalee, Fla. Vista Communications Inc. owns 80% of voting stock of Key West Radio Inc., licensee of WKWF(AM)-WAIL(FM), Key West, Fla. WRSC has adult contemporary-news format on 1390 khz with 2.5 kw day and 1 kw night. WQWK has classic rock format on 97.1 mhz with 2000 w and antenna 404 feet. *Broker: Questcom Radio Brokerage Inc.*

KZAK(FM) Incline Village, Nev. □ Sold by North Lake Tahoe Broadcasting Company Inc. to New World Enterprises Inc. for $1.33 million. Price includes $50,000 escrow payment, $50,233 closing payment and $1,000,000 and $233,100 promissory notes. Station went on air in June 1983. **Seller** is headed by James King and has no other broadcast interests. **Buyer** is headed by David T. and Linda P. Newman, husband and wife; J. Duane Hoover, and Carlton J. Whitehead and has no other broadcast interests. KZAK has adult contemporary format on 100.1 mhz with 700 w and antenna 630 feet above average terrain. Station changed calls from KLKT.

WQTR(FM) Lake City, S.C. □ Sold by Florence County Broadcasting Co. to Wiggins Broadcasting for $500,000. Price includes $25,000 down payment, $75,000 cash at closing and $400,000 promissory note at 10%. Interest payments are for first 24 months, then principal and interest for 156 months. Station went on air in May 1977. **Seller** is headed by William R. Rollins and Robert R. Hilker, who also have interests in Blacksburg-Christiansburg Broadcasting Co., licensee of WJJJ(AM) Christiansburg and WVVV(FM) Blacksburg, both Virginia; Suburban Caribbean Communications Inc., licensee of WSTX-AM-FM

STABILITY

sta*bil*i*ty (stə bil' ə tē) *1. the state or quality of being stable, or fixed; steadiness 2. firmness of character, purpose, or resolution 3. permanence*

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THE 'OTHER' INDEPENDENTS: SHARING THE SUCCESS OF FOX

With Fox taking more time from affiliates and bidding less on syndicated fare, other independents are able to bid on previously unattainable shows; best place for 'traditional' independent station appears to be in markets 21-50

Traditional independent TV stations for the most part, appear to be riding the coattails of their Fox-affiliated brethren to solid revenue growth and improved status in the marketplace. With more programing available and the second class status that independents have felt through the years lifting, independents are managing a smile during an otherwise dreary year for many broadcasters.

Much of the non Fox independent's growth can be attributed directly to Fox's success. With Fox taking more time from affiliates and bidding less on movie packages and syndicated programing, the second and/or third independents are finding themselves in a position to bid for programing that not too long ago, was unattainable. Said one programing executive: "Independent stations have enormous opportunities and some big advantages and a terrific future if they can manage the supply of software that assures them of being the players of programing that the public wants to see in their markets."

The best place for an independent station to be these days appears to be in markets 21-40, because, with a few exceptions, there is only one "true" independent in those markets (see chart). Overall, there are 135 "traditional independent stations"—those that are not affiliated with Fox or air specialty programs, such as specific-language shows or home shopping networks. Of those, 43—or 31%—are concentrated in the top-20 markets. Andrew Banks, a partner in ABRY Communications, which owns WNUV-TV Baltimore, WIII(TV) Cincinatti, KZKC(TV) Kansas and is in the process of acquiring WTTO(TV) Birmingham, Ala., and WCVG(TV) Milwaukee, said that "if you are an independent in Los Angeles, you would think that you would be an important station in an important market. On the contrary, you find yourself competing with four or five independents, three affiliates and a plethora of cable stations, and you would be fortunate to acquire one or two quality shows in your lineup." Independents in markets outside of the top-20, according to Banks, are in a "superior position when it comes to programing stations which has strong implications in the financial health of those stations."

In several markets there are "programing franchises" that are being left to the independents, including sports and movies. With Fox expanding, it is becoming more and more difficult for their affiliates to fill those niches. "We pray nightly for the success of Fox because they are helping to establish a stronger rate card," said Banks. In some markets, Banks said he is seeing situations where a car dealer who has been buying a 30-second spot on a Fox affiliate for $400 now pays $1,500 to $2,000 for the same spot. Those increases trickle down to independents and, according to Banks, "eliminates the prospect of downward [pricing] pressure." Said Banks: "Ultimately, you have to deliver the ratings. Fox programing has enabled affiliates to deliver higher ratings and independents—with the migration of higher quality syndicated shows—have also improved ratings. It is the big three affiliates that come out with the short end of the stick, it has to come from somewhere." There are many Fox affiliates that have managed to hang on to both sports and Fox programing; however, whether that will be the case when Fox goes to seven nights remains to be seen.

Children's programing is another area where non Fox independents are finding room to excel. Fox's decision to enter the

THREE TIERS OF NON-FOX INDEPENDENTS

Market	*Non-Fox Indies*	*% of non-Fox total*
1-20	**43**	**31%**
21-50	**32**	**23.7%**
51-209	**60**	**44%**

Note: According to the Association of Independent Television Stations, there are 339 independent TV stations, 133 of which are considered Fox affiliates. Of the remaining 206 stations, 135 are considered "true" independents. For the purpose of this chart, BROADCASTING did not include independent stations that program the Home Shopping Network, foreign language programing or other "nontraditional" shows.

children's programing business has allowed independents to pick up the Disney afternoon. Said Randy Smith, general manager, WPHL-TV Philadelphia: "Here is a case where Fox network activities are pushing desirable products my way." According to the Nielsen Station Index, the majority of Fox stations underdelivered and are being soundly beaten by the Disney afternoon.

That does not mean that independents everywhere are cleaning up. In overcrowded independent markets such as Dallas, where there are five independents, stations sometimes resort to creative scheduling to separate themselves from the masses. For example, KDFI(TV) airs *Sally Jesse Raphael* in prime time instead of daytime. The show does a four share, which station President John McKay said is better than it would do against *Oprah*, *Geraldo* and *Joan Rivers*. The station also produces its own children's show—*Club 27*—which airs cartoons and has a studio audience and clowns.

The story is not without a downside. As cable networks grow, they will become bigger competitors for programing and national spot dollars. Two weeks ago, Paramount and MCA bypassed the syndication market and sold their most recent premium movie package to the USA Network. Whether bypassing syndication for cable will become a trend remains to be seen. Some in the cable industry have criticized basic cable networks for paying too much for the packages. Turner Entertainment Networks President Scott Sassa said that such buys suggest a "lack of creativity" and that basic cable networks are unnecessarily spiraling programing costs. That is a lesson that independents have already learned and some have started to develop their own programing to replace expensive syndication packages. WWOR(TV) New York, KCOP-TV Los Angeles and MCA are co-producing three first-run prime time programs this season; group owner Tribune has teamed up with TBS to buy Viacom's *Features 14* package. **-JF**

NETWORK COSTS HURT 3RD QUARTER PROFITS AT CBG

Higher television network costs at CBS were primarily responsible for declining income for the CBS Broadcast Group (CBG), the company said last week. Profit dropped from $50.2 million to $17.8 million as costs jumped 19% to $644 million, "largely reflecting higher expenditures at the television network in...new program development, original summer programing and program rights fees for sporting events.... Costs at CBS News also rose to support complete coverage of the Persian Gulf crisis."

Revenue was also up at CBG by 12% to $662 million, with TV network revenue gaining 10%, "lifted mainly by broadcasts of Major League Baseball." During the quarter the network aired the All Star game and 11 regular season games. Although the TV network reported a loss, CBS TV station profits rose, "led by better results at the Los Angeles, Miami and New York stations, said to be helped by improved news ratings." Also higher were sales and profits at CBS radio due to "improved performance of both AM and FM station groups." Net corporate income dropped $4 million, to $43.3 million, while general corporate income dropped roughly 6%, to $7.2 million.

The decline in earnings will likely continue, said CBS, for the "near term... as a consequence of higher network programing costs and a softening economic climate for advertising."

DIAL A JOB

For 95 cents per minute, those seeking jobs in TV, commercials, films, stage, voice-over, modeling and extras, may be just a phone call away. A new telephone employment service, Casting Crew Infoline, gives actors and crew members access to entertainment jobs by dialing 1-900-454-3266, 24 hours a day. A listing of jobs categorized by age, physical type, union status, equipment, skills and schedule is provided by the menu-driven digital system launched by producers Jeff Apple and David Brein as part of Gateway Information Services Inc.

Once a job is identified, the applicant then drops off a resume packet at one of the Casting/Crew drop boxes at select southern California 7-Eleven stores for daily pickup by a Gateway courier. Casting directors may list a position at no charge by calling 213-204-1000 or 800-487-1091 (outside Calif.).

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FOR THE RECORD

As compiled by BROADCASTING from Oct 4 through Oct 10 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; aur.—aural; aux.—auxiliary; ch.—channel; CH—critical hours.; chg.—change; CP—construction permit; D—day; DA—directional antenna; Doc.—Docket; ERP—effective radiated power; Freq—frequency; HAAT—height above average terrain; H&V—horizontal and vertical; khz—kilohertz; kw—kilowatts; lic.—license; m—meters; mhz—megahertz; mi.—miles; MP—modification permit; mod.—modification; N—night; pet. for recon.—petition for reconsideration; PSA—presunrise service authority; pwr.—power; RC—remote control; S-A—Scientific-Atlanta; SH—specified hours; SL—studio location; TL—transmitter location; trans.—transmitter; TPO—transmitter power output; U or unl.—unlimited hours; vis.—visual; w—watts; *—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. One meter equals 3.28 feet.

OWNERSHIP CHANGES

Applications

■ **KTOB(AM) Petaluma, CA** (BTC900924ED; 1490 khz; 1 kw-U)—Seeks assignment of license from North Bay Broadcasting Inc. to Petaluma Radio (KTOB) Partners for $10,000. Seller is owned by Louis T. Holmes. Buyer is owned by Erin M. Grant, Gordon Smith, Rosie Casals, Sam Harrell, Ken Moore, Peter Thigpen and Ken Sleeman and has no other broadcast interests. Filed Sept. 24.

■ **WXDJ-FM Homestead, FL** (BAPLH900921HP; 95.7 mhz; 100 kw)—Seeks assignment of license from New Age Broadcasting Inc. to Viva America Media Group for $14.5 million. Seller is owned by Russell Oasis, Robert M. Potamkin and Alan H. Potamkin. Oasis is president of Oasis Broadcasting Inc.; Alan H. and Robert M. Potamkin have interests in Potamkin TV Investments Inc., which owns 50% voting stock of Tequesta Television Inc., which is partner of Phipps-Potamkin Television Partners, permittee of WPBF(TV) Tequesta, FL. Buyer is owned by Amancio Victor Suarez, Charles M. Fernandez and Amancio Jorge Suarez, who have interests in Mambisa Broadcasting Corp., partner of assignor. Viva America Media Group is general partnership between Mambisa Broadcasting Corp. (MBC) and Viva Broadcasting Corp. (VBC). MBC is managing and controlling partner. MBC owns stock of Licensee Corp. #1 (LC1), licensee of WAQI(AM) Miami, and Licensee Corp. #2 (LC2), licensee of WRTO(FM) Goulds, FL. Amancio Victor Suarez has interests in MBC, LC1 and LC2. VBC is owned by Heftel Broadcasting Corp., licensee of KTNQ(AM)-KLVE(FM) Los Angeles. Filed Sept. 21.

■ **KZAK(FM) Incline Village, NV** (BALH900914HR; 100.1 mhz; 700 W; ant. 630 ft.)—Seeks assignment of license from North Lake Tahoe Broadcasting Co. Inc. to New World Enterprises Inc. for $1,333,333. Seller is headed by James King. Buyer is headed by David T. and Linda P. Newman, husband and wife, J. Duane Hoover and Carlton J. Whitehead and has no other broadcast interests. (KZAK[FM] was recently changed from KLKT[FM].) Filed Sept. 14.

■ **KVSF(AM)-KNYN(FM) Santa Fe, NM** (AM: BAL900927ED; 1260 khz; 5 kw-D; 1 kw-N; FM: BALH900927EE; 95.5 mhz; 19 kw; ant. 1,850 ft.)—Seeks assignment of license from James T. Davis, trustee, to Radio Santa Fe Inc. for assumption of debt. Consideration for assignment of license will be release and forgiveness of all debt due buyers. Seller has no other broadcast interests. Buyer is owned by James R. Curtis Jr., James H. Hurst, Guy N. Harrison and Jerry L. McCaffity. Curtis owns KFRO(AM) Longview and KLSQ(FM) Gilmer, both Texas. Filed Sept. 27.

■ **WEEB(AM) Southern Pines, NC** (BAL900924EE; 990 khz; 10 kw-D)—Seeks assignment of license from Richardson Broadcasting Group to Sandhills Radio Inc. for $315,000. Seller is headed by Lawrence E. Richardson. Buyer is owned by Gardner H. Altman and has interests in WRCS(AM)-WQDK(FM) Ahoskie, NC. Filed Sept. 24.

■ **WBFD(AM)-WRAX(FM) Bedford, PA** (AM: BAL900924EA; 1310 khz; 5 kw-D; 85 w-N; FM: BALH900924EB; 100.9 mhz; 3 kw)—Seeks assignment of license from B&N Broadcasting Inc. to Kessner Broadcasting Corp. for $325,000. Seller is headed by Bernard J. and Nancy B. Rock, husband and wife. Buyer is owned by Lawrence Kessner and Virginia Carson and has no other broadcast interests. Filed Sept. 24.

■ **WQTR(FM) Lake City, SC** (BALH900920HO; 100.1 mhz; 1.3 kw)—Seeks assignment of license from Florence County Broadcasting Co. to Wiggins Broadcasting for $500,000. Seller is headed by William R. Rollins and Robert R. Hilker, who also have interests in Blacksburg-Christiansburg Broadcasting Co., licensee of WJJJ(AM) Christiansburg and WVVV(FM) Blacksburg, both Virginia; Suburban Ca-

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's[1]	TOTAL *
Commercial AM	4,979	247	5,226
Commercial FM	4,308	867	5,175
Educational FM	1,430	282	1,712
Total Radio	10,717	1,396	12,118
Commercial VHF TV	550	19	569
Commercial UHF TV	552	185	737
Educational VHF TV	124	4	128
Educational UHF TV	226	20	246
■ Total TV	1,452	233	1,680
VHF LPTV	300	205	505
UHF LPTV	457	1,508	1,965
■ Total LPTV	757	1,713	2,470
FM translators	1,849	290	2,139
VHF translators	2,732	116	2,848
UHF translators	2,223	401	2,624

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

C1750-1

Broadcasting ⚡ Oct 22

Reaching over 113,000 readers every week — 60th Year, 1990

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Les Moonves talks about Lorimar in exclusive interview

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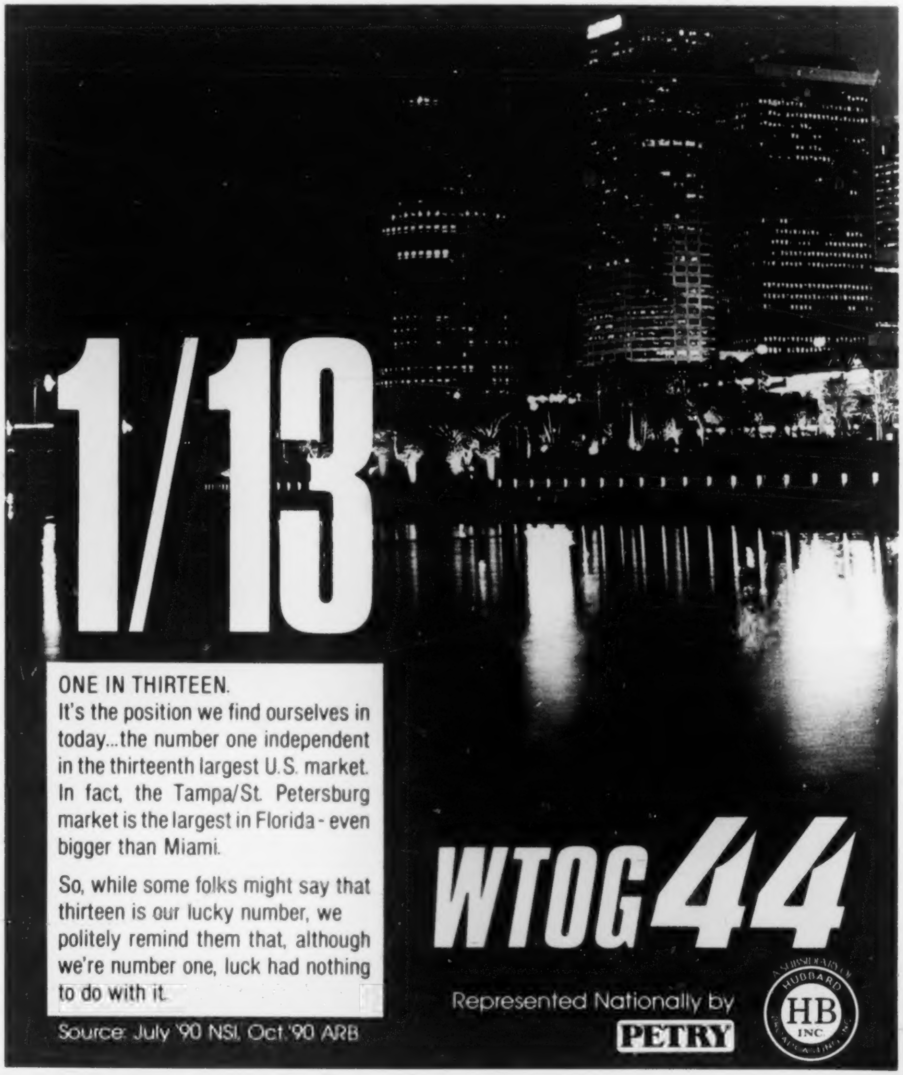
Ad agencies establish dedicated-radio creative groups

TECHNOLOGY / 69
Digital video, film, HDTV run together at SMPTE in N.Y.

INTERNATIONAL / 76
MIPCOM: economics, politics contribute to slow show in Cannes



1/13

ONE IN THIRTEEN.
It's the position we find ourselves in today...the number one independent in the thirteenth largest U.S. market. In fact, the Tampa/St. Petersburg market is the largest in Florida - even bigger than Miami.

So, while some folks might say that thirteen is our lucky number, we politely remind them that, although we're number one, luck had nothing to do with it.

Source: July '90 NSI, Oct.'90 ARB

WTOG 44

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Vol. 119 No. 17

Deadly equation: Soft network billings, high program costs

THIS WEEK

31 / TIGHT TIMES

Television networks, struggling with 1991 budgets, have less flexibility to cut costs. Executives find most entertainment and sports programing costs are fixed, leaving news as one of the few areas to find money.

33 / NOT MUCH HOPE

A year-long effort by leaders of the House and Senate Commerce Committees to enact tough legislation aimed at reining in and fostering competition with the "deregulated monopoly" of cable television came to end last week when Senate Republicans blocked any further consideration of the legislation.

37 / KIDS LINK

Warner Bros. Domestic Television signed a major agreement last week with Fox Children's Network for three new animated series. Each of the three has received a 65-episode commitment from Fox Broadcasting Co.—the Fox affiliates' children's cooperative. The first series is expected to launch next fall and the other two as late as fall 1994. The deal is valued at about $60 million.

Network TV: little room to maneuver in economic downturn (page 31)

HDTV: not just a dream (page 69)

39 / 'WHEEL' SPINNING ON CALIFORNIA CABLE

In an unprecedented deal for a single syndicator, Cox Cable Communications' O&O cable system in Eureka, Calif., has created an independent cable channel, KCBL, by filling its 18-hour schedule exclusively with King World Productions programing. For the Oct. 29 launch, top-rated syndicated programs *The Oprah Winfrey Show*, *Wheel of Fortune*, *Jeopardy!*, *Inside Edition* and *Instant Recall* are rotation cable players, in a market where broadcasters don't carry them.

40 / BETWIXT CABLE AND TELCO

TwixTel Technologies is working with cable systems in resort areas to deliver an interactive cable and telephone service. The company has rolled out its service in five resort areas serving several thousand units, and has deals under contract with eight large MSO's to expand the service to tens of thousands of hotel, motel and condo units in ski areas and beach towns.

41 / IS ONE BETTER THAN TWO?

Even as Time Warner's American Courtroom Network and Cablevision's In Court prepare separate launches, they are also talking merger. If they do merge, American Courtroom Network, which has been pursuing the Cablevision channel, might emerge with the stronger voice.

44 / TV CAPTIONING

President Bush signs a bill into law requiring all television sets with 13-inch or larger screens sold in the U.S. after July 1, 1993, to be capable of displaying closed captions for the hearing impaired. At least one major manufacturer—Zenith Electronics Corp.—plans to introduce sets next year with the captioning feature in a wide variety of sizes, styles and prices.

46 / PBS TARGETS

The Public Broadcasting Service wants to use development, promotion and scheduling savvy to repeat the success of *The Civil War*, and to do so will take money—$105.5 million, including a projected $78 million from member stations, in 1992. The PBS board approved that preliminary figure last week, appearing assured by staff that PBS's transition from an essentially passive distributor for a collection of program-buying members to a more autonomous "subscription service" will create no irreparable harm to members.

50 / LOOKING AHEAD

Just after moving into the top spot as president of Lorimar Television, Les Moonves talks to BROADCASTING about the reorganization of the prime time program supplier and its prospects for off-shore and cable production.

53 / SCRABBLE SCRAMBLE

Group W Productions, Westinghouse's syndication division, bypasses industry rumors of a midseason 1990 launch and announces that the former network game show *Scrabble* will be available in syndication for fall 1991. The pilot, hosted by Los Angeles TV personality Steve Edwards, is already shot and will be presented to stations this week as an early fringe player.

58 / AD AGENCIES LOOK TO RADIO

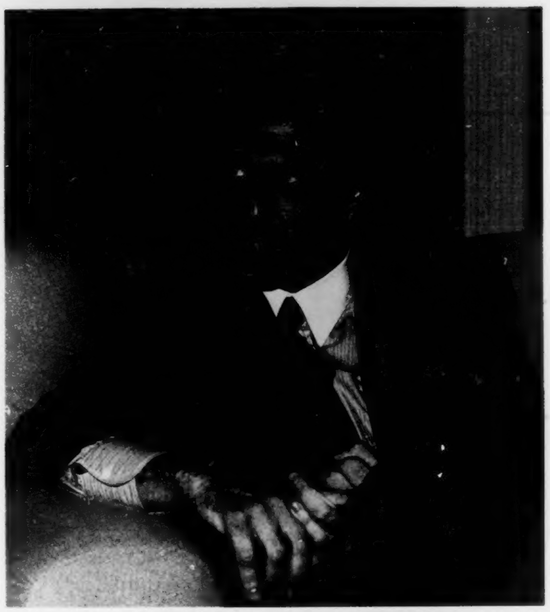
J. Walter Thompson follows the lead of Backer, Spielvogel Bates and establishes a group dedicated to creating better radio advertising copy.

60 / JACOR RESTRUCTURING DEBT

The group owner has obtained an extension for payments due while working to restructure the company debt.

63 / SELLING HOLLYWOOD

During the last five years two major studios have merged with foreign companies—and should the MCA-Matsushita and MGM-Pathe mergers go through, four of the eight major Hollywood studios would be foreign-owned. Those four studios produced 26.6% of prime time television this fall. Some say the growing demand for programing overseas may be one of the main reasons for the appeal to non-U.S. companies.



"At Large" with Les Moonves (page 50)

KCBL
4
COX CABLE
"THE BEST IS BACK"

KCBL: the latest in cable cross-over moves (page 39)

69 / SMPTE SHOWS TV'S FUTURE

Cost-effective, all-digital studios are now possible, according to experts at the Society of Motion Picture and Television Engineers 132nd Technical Conference and Exhibition, held last week in New York. Advances in film, digital and high-definition video could mean that filmed theatrical and TV productions will be edited electronically (page 70). Cost estimates for broadcaster conversion to HDTV are down to about $2 million for the initial start-up investment (page 72).

74 / SKYPIX BIRD REACHES ORBIT

Following a flawless launch by Arianespace, Hughes Communications deployed two satellites last week, one of which Comsat Video Enterprises President Robert Wussler believes is the "hot bird" for at least the early 1990's. More than just admiring midpower Ku-band SBS 6, CVE may seek a piece of it for its own uses and may become the first announced partner in SkyPix's 80-channel midpower DBS service.

76 / VIEW FROM CANNES

It was essentially a sedate MIPCOM programing exhibition in Cannes, France. Deals were made, but most attendees agreed that the scope of business was narrowing, due in part to uncertainty in the world economy and a lull after a decade of growth.

80 / UPI REORGANIZATION

United Press International has implemented the final stage of its latest reorganization plan. Its hopes are pinned on differentiating its product from Associated Press by giving regional editors more responsibility—including sales—and by "enterprise reporting."

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RATINGS ROUNDUP

NBC widened its lead slightly over ABC in week four of the new season, winning the week with a 13.7 rating 23 share. ABC averaged a 13.2/22 and CBS had a 12/20. CBS was not helped by its coverage of baseball playoffs. Game four on Tuesday (Oct. 9) finished in third place, while game five the following night finished second. On Friday (Oct. 12) the decisive game six was second in the first hour of prime time but rallied in the late innings to give CBS a win for the night. *Cheers* (22.2/35) was the top-ranked show for the week, followed by *Roseanne* (20.3/30). The premiere episode of Fox's *The Simpson's* on Thursday night, finished tied eighth overall with *Who's the Boss* just behind *Cosby*.

Week 4

Oct. 8–Oct. 14

1st column tells rank. 2nd column tells position compared to last week: ▼-Down in rank from last week. ▲-Up in rank from last week. ■-Premiere broadcast. 3rd column tells rating. 4th column tells network. 5th column tells show.

1		22.2/35	N	Cheers
2	▲	20.3/30	A	Roseanne
3		20.0/32	N	A Different World
4		19.5/31	N	Lucky/Chances, Pt.3
5	▼	19.2/31	A	Amer. Funniest Videos
6		18.9/34	C	60 Minutes
7	▼	18.5/29	N	Cosby
8	▲	18.4/29	F	Simpsons
8	▲	18.4/30	A	Who's the Boss?
10	▲	18.0/32	N	Empty Nest
10	▲	18.0/28	A	Head Of The Class
12	▼	17.9/28	A	Amer. Funniest People
13	▼	17.3/28	N	Matlock
14		17.2/26	C	Country Music Awards
15	▼	17.1/27	A	Doogie Howser, M.D.
15	▲	17.1/26	N	Lucky/Chances, Pt.2
17	▲	17.0/29	A	Monday Night Football
17	▼	17.0/28	N	Unsolved Mysteries
19	▼	16.9/11	N	Golden Girls
20	▼	16.7/27	A	Growing Pains
21	▼	16.6/25	A	Coach
22	▼	16.0/26	N	Grand
22	▼	16.0/26	A	Wonder Years
24	▼	15.5/28	A	Full House
25		15.2/27	C	Fri. N.L. Championship
26	▼	15.0/26	A	Family Matters
27		14.5/24	C	Wed. N.L. Championship
28	▼	14.4/22	C	Major Dad
29	▲	14.3/23	N	Fresh Prince Of Bel Air
30	▲	14.2/25	N	Hunter
31	▼	14.1/23	A	Defense/Married Man
32	▲	13.8/21	F	Married...With Children
33	▲	13.6/22	N	Dear John
34	▼	13.5/25	N	Carol & Company
35	▲	13.4/22	A	Macgyver
36	▲	13.2/24	A	20/20
37		12.9/21	C	Tues. N.L. Championship
38	▲	12.8/24	N	Law And Order Prev.
38	▲	12.8/21	A	Married People
38	▲	12.8/22	A	Perfect Strangers
41		12.7/20	A	Movie Spec.:Columbo
41	▼	12.7/21	N	Movie:Perfect Murder
43		12.6/20	C	Murder, She Wrote
44	▲	12.4/19	N	Ferris Bueller
45	▲	12.2/19	N	Fanelli Boys
46	▲	11.3/20	A	Going Places
46	▲	11.3/18	C	Uncle Buck
48	▲	11.2/20	N	Night Court
49		11.1/18	C	Murder Times Seven
50	▲	11.0/18	F	In Living Color
51	▼	10.9/18	A	thirtysomething
52	▲	10.7/21	N	American Dreamer
53	▼	10.5/20	A	Primetime Live
54	▲	10.1/18	N	Wings
55		10.0/16	F	Babes
56	▼	9.9/19	N	Working It Out
57		9.5/19	C	Fri. N.L. Pregame
57	▲	9.5/18	A	Young Riders
59		9.4/17	C	Wed. N.L. Pregame
60	▲	9.2/14	F	Get A Life
61	▲	9.1/16	N	Midnight Caller
62	▲	9.0/16	N	Quantum Leap
63	▲	8.9/17	A	Twin Peaks
64		8.8/15	C	Tues. N.L. Pregame
65	▲	8.5/14	F	Good Grief
65	▼	8.5/15	A	Life Goes On
67	▼	7.9/16	N	Parenthood
68		7.8/15	C	Top Cops Spec.
69	▼	7.6/14	A	China Beach
70		7.3/14	C	Flash Spec.
71	▲	6.7/12	A	Cop Rock
72	▲	6.6/11	F	Parker Lewis
73		6.5/10	C	Dark Avenger
74	▲	6.3/10	F	Beverly Hills, 90210
75		6.2/12	C	Hogan Family
76		6.0/12	C	Family Man
77	▲	5.9/10	F	Amer. Most Wanted
77	▼	5.9/9	N	Lifestories
79	▲	5.8/11	F	Cops
80	▲	5.4/11	F	Totally Hidden Video
81	▲	5.3/10	F	True Colors
82	▼	4.7/8	N	Hull High
83	▲	4.2/8	F	Haywire
84		4.0/6	F	Movie: Off Limits
85	▲	3.9/7	F	DEA
86	▲	3.6/6	F	American Chronicles
87	▲	3.3/6	F	Against The Law

FREEZE FRAMES: Syndication Scorecard *

Week ended Oct. 7

Rank	Program (Syndicator)	Rtg	Stns	Covg
1	Wheel of Fortune, syn. (King World)	13.0	219	97
2	Star Trek: Next Generation (Paramount)	12.3	234	98
3	Jeopardy! (King World)	11.6	210	96
4	Entertainment Tonight (Paramount)	8.4	159	95
5	Oprah Winfrey (King World)	7.8	209	96
6	Cosby Show (Viacom)	7.7	201	97
7	Current Affair (20th Century Fox TV)	7.1	186	94
8	Wheel of Fortune, wknd. (King World)	6.4	170	74
9	Donahue (Multimedia)	5.9	225	96
10	Inside Edition (King World)	5.1	118	78
11	Tale Spin (Buena Vista)	4.6	170	96
12	Tiny Toon Advent. (Warner Bros.)	4.5	149	90
13	Chip 'N' Dale (Buena Vista)	4.4	182	97
14	Superboy (Viacom)	4.2	186	92
14	Teenage Mutant Ninja Turtles (Group W)	4.2	154	91

* Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research.

BUSINESS

THE CHANGING FACE OF HOLLYWOOD

Foreign ownership of Hollywood studios is increasing; growing demand for programing overseas may be one of main reasons for appeal to non-U.S. companies

The news that MCA is "in talks" about a possible acquisition by Matsushita, a Japanese consumer electronics company, has again put the spotlight on foreign ownership of Hollywood. During the last five years two major studios (20th Century Fox and Columbia) have merged with foreign companies, and another one—MGM/UA—is on the verge of doing so with the French film company Pathe Communications. There have been several mergers of smaller TV and film companies.

Should the MCA-Matsushita and MGM-Pathe mergers go through, four of the eight major Hollywood studios would be foreign-owned. Those four studios produced 24 shows, or 26.6% of prime time television this fall. When Fox, whose parent company News Corp. is incorporated in Australia, is added in, that figure jumps to almost 33%. Of the three remaining "big" studios—Disney, Paramount Communications and Orion Pictures—the latter two have often been the subject of takeover rumors.

The growing demand for programing overseas is probably one of the main reasons that studios appeal to foreign companies. There are currently about 80 European stations and 400,000 hours of programing on them. And those numbers will grow with the increased interest in programing Eastern Europe, the Far East and South America. NBC has projected that in 1989 international TV program sales totaled $1.7 billion and that total sales could reach $4 billion by 1995. The eight studios, NBC said in a document filed at the FCC, control 80% of the revenue from foreign syndication.

Although the prospect of American movie studios being owned by foreign companies bothers the networks, what may bother them more is the prospect of any consumer electronic company owning a studio because of the so-called synergy factor between a studio's software and a consumer electronic company's hardware.

For example, Sony's $3.4 billion purchase of Columbia Pictures allows the electronics company to put the studio's film library onto 8 mm video, videodisk and high-definition media and possibly restrict usage of its product to its own hardware.

Said Chris Dixon, media and entertainment analyst at Kidder, Peabody: "Consumer electronics continue to drive the marketplace. In order to continue to promote new products these companies want to have access to the software and control it." Sony, Dixon added, is driven by its negative experience with the Beta home video recording system. Despite Beta's superior quality, it was driven out of the marketplace by the VHS format developed by Matsushita and Sony may have wanted to buy CBS Records and Columbia as a way of avoiding that experience. The question, according to Dixon, is not "Do I need 'Raiders of the Lost Ark' to sell my 32-inch color TV set?" but, "Do I have access to a digitally mastered library, meaning that I can rapidly develop a product that can be distributed through the newest technology to the consumer market?"

Another company banking on synergy may be Pioneer. The electronics company is a leading manufacturer of laser disks—which may be making a comeback in the future—and has first refusal rights to Carolco titles. Currently the company is working on compact disk—laser disk combination players.

It could be years before one can tell whether the synergy factor pans out, but industry analysts agree that companies such as Sony and Matsushita are prepared to wait. Said Shearson Lehman Brothers analyst Ray Katz: "They are very happy to sit and wait a decade for the investment to pay off." Added Dixon: "Matsushita recognizes that opportunities like this only occur every 30 years. Matsushita may be willing to pay or justify a higher price than many other competitors in today's tight credit market."

Foreign companies are not the first to merge hardware and software. RCA owned NBC and produced televisions as did CBS.

Investing in studios that only produce television or only produce film is seen as riskier than investing in movie/television studios. Two years later, many programing executives and industry analysts feel that TV South overpaid for MTM. Said one programing executive: "Movies have great old lives while television shows have a high value for the first 10 or 15 years. There are very few shows like *The Honeymooners* or *I Love Lucy* that have lives greater than 15 years."

The networks are hoping that these mergers, especially where foreign com-

continues on page 65

HOLLYWOOD'S FOREIGN INVESTORS

Foreign Owner	*Programer*	*% Ownership*	*Date*	*Cost*	*Businesses*
Pathe Comm.*	MGM/UA	100%	1990	$3.3 billion	TV, film production
Pioneer	Carolco	10%		$60 million	Film prod., TV
Canal Plus	Carolco	5%		$30 million	Orbis Comm.
GaGa Comm.	Fox/Lorber	58%		$2.7 million	TV-video dist.
Sony	Columbia	100%	1989	$3.4 billion	TV, film production
Thames Television	Reeves Comm.	100%		$89 million	TV production
Australian Investment	Barris Industries	24.4%		$35 million	TV, film production
TV South	MTM Entrprs.	100%	1988	$320 million	TV production
Sony	CBS Records	100%	1987	$2 billion	Record producer
Bertelsmann	RCA Records	100%	1986	$330 million	Publishing, records
News Corp.	20th Century Fox	100%	1985	$575 million	TV, film production

*Due to close this week;

CHANGING HANDS

This week's tabulation of station and system sales ($250,000 and above)

PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ **$691,000** □ **4**

FM's □ **$19,525,000** □ **5**

AM-FM's □ **$750,000** □ **1**

TV's □ **$0** □ **0**

Total □ **$20,966,000** □ **10**

Year to Date:

AM's □ **$89,129,068** □ **331**

FM's □ **$456,517,626** □ **215**

AM-FM's □ **$338,010,640** □ **188**

TV's □ **$792,841,900** □ **81**

Total □ **$1,676,499,234** □ **715**

For 1989 total see Feb. 5, 1990 BROADCASTING.

KKWM(FM) **Dallas** ■ Sold by AnchorMedia Group to Cox Enterprises for $15.1 million cash at closing. Station was acquired in January 1987 with KRQX(AM) Mexia, Tex., for $20 million. **Seller** is headed by Alan Henry. **Buyer** is headed by Mike Faherty and has interests in WSB-AM-FM-TV Atlanta; WHIO-AM-TV-WHKO(FM) Dayton, Ohio; WSOC-AM-FM (FM) Charlotte, N.C.; WPXI(TV) Pittsburgh; KTVU(TV) Oakland, Calif.; WKBD(TV) Detroit; KFI(AM)-KOST(FM) Los Angeles; WCKG(FM) Chicago, and WFTV(TV) Orlando, WIOD(AM)-WFLC(FM) Miami and WSUN(AM)-WWRM(FM) Tampa-St. Petersburg, all Florida. KKWM has soft adult contemporary format on 97.9 mhz with 100 kw and antenna 1,680 ft. above average terrain. *Brokers: Questcom Radio Brokerage Inc. and Gary Stevens & Co.*

KMON-AM-FM **Great Falls, Mont.** ■ Sold by Kent A. Borglum to Portsmouth Broadcasting Corp. for $750,000 cash at closing. Stations were acquired in June 1987 for $1.4 million ("Changing Hands" June 20, 1987). **Seller** is receiver for Great Falls Broadcasting Co. Inc., headed by John D. Mattus and Toni Fraser. Mattus has interests in Idaho Broadcasting Co., licensee of KLCI(FM) Nampa, Idaho, and KKLR Broadcast Co., licensee of KTNT(FM) Edmond, Okla. **Buyer** is headed by Howard Doss, Derek Parrish and Jack Whitley, and has interests in WNTX-AM-FM Portsmouth, Ohio, and KGRC(FM) Hannibal, Mo. KMON(AM) has country format on 569 khz with 5 kw day and 5 kw night. KMON(FM) has CHR format on 94 mhz with 36 kw and antenna 470 feet above average terrain. *Broker: Chapman Associates.*

WIXE(AM) **Monroe, N.C.** ■ Sold by Monroe Broadcasting, Inc. to Monroe Broadcasting Inc., for $250,000 in stock purchase agreement, including $10,000 escrow payment and $15,000 payment upon FCC approval. Principal and interest at 10% will be paid over 15 years starting in September 1991. **Seller** is headed by Joe N. Ross, Paul J. and Janet Helms, Bruce H. Griffin Jr. and Ray Atkins. **Buyer** is headed by James E. Reddish, Archie W. Morgan, David and Joan Hinson, and Eleanor Gardner Randall, and has no other broadcast interests. WIXE has country format on 1190 khz with 1 kw day.

For other proposed and approved sales see "For the Record," page 82.

CLOSED
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In today's marketplace, a deal doesn't count if it won't close. Since the NAB in Boston, Blackburn & Company has *closed* over $36,000,000 in deals including:

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WTRG-FM, Raleigh, NC
WMJJ-FM, Birmingham, AL
KQFX-FM, Austin, TX

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MAJOR THIRD

Los Angeles-based Westwood One financial results for the third quarter ending Aug. 31 showed operating income of $2,489,000, compared to $120,000 for the same period in 1989. The company also reported a reduction in its net loss, to $3.1 million, compared to $9.02 million for the same quarter in 1989. Revenue increased by 7.5% to $38.7 million, from $36.04 million in last year's third quarter. For the first nine months of 1990, revenue increased 17% to $107.9 million from $91.9 million for the same period in 1989; operating income was $960,000, compared to $4.5 million and a net loss for nine months of 1990 was $14.6 million, down from $18.6 million.

Continued from page 63

panies are involved, will lead to the removal of the financial interest and syndication rules. FCC Chairman Alfred Sikes has said that he does not want a "global market that consolidates away from the U.S., especially considering that [program production] has been an area of great strength" for the U.S.

Not everyone sees it as an "us-versus-them issue." As Kidder Peabody's Dixon said, the issue is not whether it is foreign-owned, but rather: "In a highly concentrated distribution structure, why should one participant be excluded?"

As for the converse—American companies owning or having interest in foreign studios—no one seems to discuss it. The Motion Picture Association of America (MPAA) said that as far as it knows, there are no rules preventing American companies from having foreign interests. However, there may be foreign laws that prohibit or limit studios and/or networks from having an interest. As for the networks, co-production or involvement overseas is far less attractive. Said Ellen Agres, NBC's vice president, legal policy and planning: "We can do it, but we have to tie ourselves like a pretzel to meet all the requirements of the rule. We think American networks are logical co-production partners for foreign companies." Either way, it appears that for now the networks will continue to have to wait for their "level playing field." -JF

REDEALING DEBT'S DECK AT PRICE COMMUNICATIONS

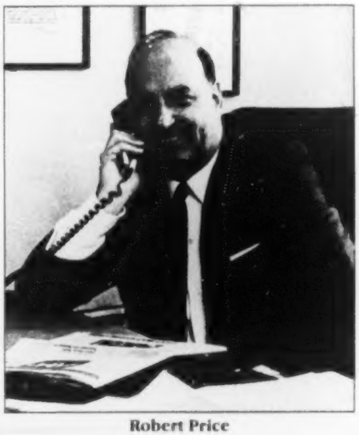
Media company seeks exchange of bonds to reduce cash interest payments as it faces near-term liquidity crisis

A deteriorating cash position is forcing Price Communications to try to restructure over $280 million in debt. Last week, the New York-based communications company told bondholders it would seek to exchange new securities for the existing debt securities. Even the substantial reduction in cash interest proposed under the plan would still be more than the company could meet without selling more assets—which currently include three NBC affiliate TV stations, three AM's and three FM's. A roughly $50 million bank loan secured by many of the company's subsidiaries is not included in the proposal.

Neither the restructuring proposal nor the reasons for it were a surprise to those who follow the company ("Closed Circuit," Aug. 27) started in 1981 by Robert Price, president. Although predominantly a broadcast operation—50% of 1989 revenue came from television and radio stations—the company's current status is due largely to financial bets that did not work out.

One of those bets underlay the borrowing of $375 million in public debt at a blended interest rate of about 14%. The financings, in 1985 and 1986, assumed a higher rate of inflation that, while not hurting and maybe helping TV station revenue, would cause interest rates to rise and allow the company to repurchase the debt with "cheaper" dollars. However, inflation barely rose and while interest rates did increase, the worsening financial markets had a greater impact on the station transaction marketplace.

Price was relying on the health of that marketplace to be able to resell broadcasting properties at a profit, using the proceeds, in part, to retire debt. But buyers willing to pay the cash Price sought were few and the high profit of recent divestitures such as the sale of radio stations to Fairmont Communica-



Robert Price

CLOSED!

The sale of **KVOR/KSPZ** (FM), Colorado Springs, CO, to **Unistar Broadcasting Corp.**, C.T. Robinson and Nick Verbitsky, co-Presidents, from **Penn Communications Corporation**, Richard Penn, President, for **$2,700,000** has closed.

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tions (BROADCASTING, June 5, 1989) was mostly in the form of seller's paper which does not help Price's liquidity. Cash flow from ongoing operations covered less than half the company's cash interest expense.

In 1990, one additional financial bet hurt the company—its ability to manage the liquid assets which had, at the beginning of the year, stood at more than $75 million. At least once before, in late 1987, Price had shown prescient market timing and earlier this year securities have mostly been in "cash, treasury bills and cash equivalents." But there was still more than $30 million in stocks and corporate debt securities (many of them issued by other media companies) whose values have since been pounded. In the first half of the year, the company saw a $4 million decline in the value of its securities portfolio and, in the three months ending in September, a further $7 million (unrealized) loss will be recorded.

If bondholders accept the Price exchange offer most of them would, on average, take a more than 50% cut in interest, which would, at least in the near future, likely be paid with additional securities, rather than the cash they currently receive. A majority of the bondholders would have the right to convert the debt into stock, at a price of $11 per share. If exercised, it would give them 55% of the company's common stock.

With the stock selling early last week at fifty cents, there was clearly skepticism about the company's viability. But Price himself, an acknowledged persuader who raised $50 million in convertible debt at a time when there was a large short position in the stock, remains unbowed; the exchange offer, in fact, develops a situation which would allow him to raise an additional $75 million to $100 million. **—GF**

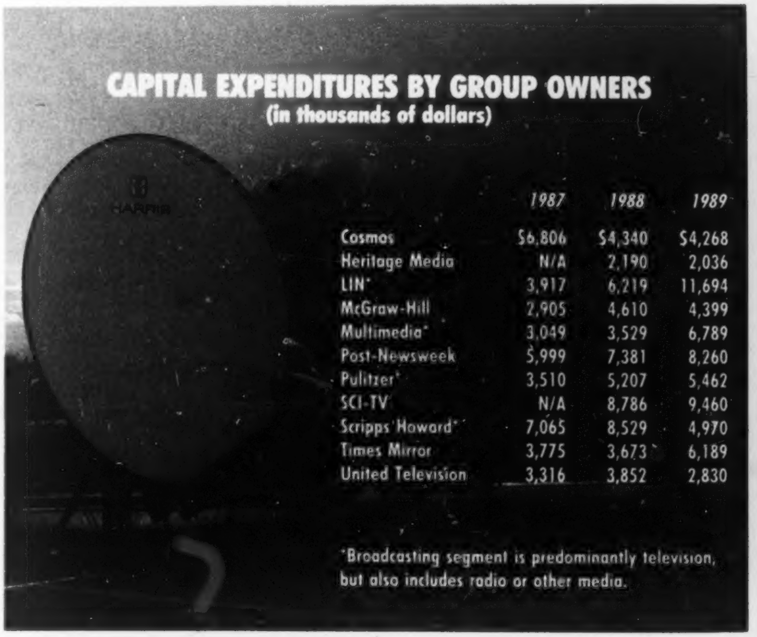
CAPITAL SPENDING FOR 1991: TECHNOLOGY'S PRICE

Plant and equipment spending dictated by replacement needs, while economic uncertainty reins in expansion

Capital spending by TV station owners may not greatly exceed levels of recent years and may actually decline in real dollar terms if those group owners commenting last week are representative of the industry. Spending plans vary, but many said the current economic uncertainty and consequent revenue uncertainty is a factor. Newsroom renovations, news sets and equipment continue to command a big share of capital budgets.

The terms "capital spending" and "additions to property, plant and equipment" include everything from buying cars for station use, to installing new air conditioning systems to buying a satellite uplink. Economic uncertainty will impact greatest on any expenditures that do not improve a station's on-air look, said Buck Perry, a consulting engineer with Moffet, Larson & Johnson: "Items that don't add pizazz, such as a transmitter, get deferred."

Those groups contacted about their 1991 plans include group owners, Midwest Television, H&C Communications, Cosmos Broadcasting, United Television, Gaylord Broadcasting, Burnham Broadcasting and Multimedia Broadcasting. Capital spending plans for the current year were indicated by some publicly-held companies in their annual reports issued earlier. Outlet Communications said it planned to spend approximately $2 million in 1990, equal to last year. A report being issued by the Conference Board this week shows first-half capital expenditures by manufacturers down 8% from the 1989 period.



CAPITAL EXPENDITURES BY GROUP OWNERS
(in thousands of dollars)

	1987	*1988*	*1989*
Cosmos	$6,806	$4,340	$4,268
Heritage Media	N/A	2,190	2,036
LIN*	3,917	6,219	11,694
McGraw-Hill	2,905	4,610	4,399
Multimedia*	3,049	3,529	6,789
Post-Newsweek	5,999	7,381	8,260
Pulitzer*	3,510	5,207	5,462
SCI-TV	N/A	8,786	9,460
Scripps Howard*	7,065	8,529	4,970
Times Mirror	3,775	3,673	6,189
United Television	3,316	3,852	2,830

*Broadcasting segment is predominantly television, but also includes radio or other media.

Scripps Howard said that "capital expenditures [for 1990] are expected to be...$8 million for broadcasting," substantially above the 1989 level but below 1988 (see chart). Variations from year to year are not surprising, since big-ticket items such as studio construction or antenna cause budget bulges followed by dips. New studios have recently been completed or are under construction at Gillett Holding's WTVT(TV) Tampa, H&C's WESH(TV) Daytona Beach and Media General's WJXT(TV) Jacksonville, all Florida.

But industry-wide new studio construction is being depressed because the FCC has not been granting UHF-TV construction permits pending resolution of the high-definition television format question. That issue, HDTV, is also probably delaying purchases of transmitters and some other equipment, said

REAPPEARANCE

Burnham Broadcasting Company has rejoined the Television Bureau of Advertising. The group owner of five television stations left the association in May 1988 when Burnham Broadcasting managing partner Peter Desnoes resigned unexpectedly as secretary of the TVB Board (BROADCASTING, May 23, 1988), apparently disappointed in the organization's agenda.

On rejoining the association, Desnoes said: "Our industry needs an organization which has the stated objectives of TVB. The only way we're going to make TVB what we want it to be is to be active members." The stations, Desnoes added, "can no longer afford to be on the sidelines."

TVB President Jim Joyella said that the association is "extremely pleased" that Burnham has rejoined the TVB. Said Joyella: "TVB has made enormous strides in the past year, and we're delighted to have the endorsement of our objectives and strategy by this important group of television stations."

Cosmos President James Sefert.

For many broadcasters the question of capital budgeting is much the same as it has been in the past, deciding what is necessary versus what can be delayed. While United Television has been careful about equipment replacement in recent years, said Garth Lindsey, executive vice president and chief financial officer, such deferrals can only be undertaken for short stretches of time before pressing needs reassert themselves.

Capital spending requirements also reflect the working through of format changes as some station groups are in the process of switching to Beta or MII for their news departments or are switching to smaller, more sophisticated, cart machines. Gaylord Broadcasting has seen its expenditures increase while starting news operations at stations in Houston and Dallas and increasing news operations in Seattle and Milwaukee, said company president, James Terrell.

It was not immediately clear how the financial markets will affect capital spending. For well-heeled station owners, such spending fits easily within existing credit lines. For leveraged companies, capital items drain needed cash, but balance sheet ratios can still be maintained if the equipment is leased rather than purchased, said William Regan, the New York-based regional manager for Dana Commercial Credit. Operating leases show up instead on the income statement, as does depreciation of acquired equipment. Moffet, Larson & Johnson's Perry added that "some people are looking at lower priced equipment."

Possible softness in industry spending is being noted in the financial statements of equipment manufacturers. Harris Corp. said the June 30 order backlog for its communications division was $177 million, down $70 million from a year ago. And Midwest Communications Corp. said in its just-released annual report that "customers have been postponing the acquisition of such [separate component] equipment due to the current economic slow-down in the broadcast industry." **—GF**

STOCK INDEX (CONT.)

EQUIPMENT & MANUFACTURING

		Closing Wed Oct 17		Closing Wed Oct 10		Net Change		Percent Change	P/E Ratio	Market Capitalization (000,000)
N	(MMM) 3M	75	1/8	75	7/8	–	3/4	– 00.98	13	16,675
N	(ARV) Arvin Industries	14		14				00.00	19	263
O	(CCBL) C-Cor Electronics	4	1/8	5	1/8	– 1		– 19.51	3	17
O	(CTEX) C-Tec Corp.	14	1/8	14	3/4	–	5/8	– 04.23	-52	232
N	(CHY) Chyron		9/16		9/16			00.00	-1	6
A	(COH) Cohu	7	1/4	8	1/8	–	7/8	– 10.76	5	14
N	(EK) Eastman Kodak	37	1/8	35		2	1/8	06.07	14	12,044
N	(HRS) Harris Corp.	15	3/8	17	1/4	– 1	7/8	– 10.86	4	616
N	(IV) Mark IV Indus.	8	1/8	8	7/8	–	3/4	– 08.45	2	113
O	(MATT) Matthews Equip.	1	1/4	1	1/8		1/8	11.11	62	7
O	(MCDY) Microdyne	3	3/16	3	3/16			00.00	45	13
O	(MCOM) Midwest Comm.	1	3/4	1	5/8		1/8	07.69	5	5
N	(MOT) Motorola	54		53		1		01.88	13	7,102
A	(PPI) Pico Products		3/4		5/8		1/8	20.00		2
N	(SFA) Sci-Atlanta	14	3/4	12	3/4	2		15.68	7	329
N	(SNE) Sony Corp.	53		50	3/8	2	5/8	05.21	28	17,592
N	(TEK) Tektronix	14	7/8	13	3/4	1	1/8	08.18	-5	432
N	(VAR) Varian Assoc.	27	3/8	29		– 1	5/8	– 05.60	-30	523
O	(WGNR) Wegener		3/4	1		–	1/4	– 25.00	-4	5
N	(ZE) Zenith	4	1/4	15	1/8	–10	7/8	– 71.90	-1	113

SERVICE

		Closing Wed Oct 17		Closing Wed Oct 10		Net Change		Percent Change	P/E Ratio	Market Capitalization (000,000)
O	(AFTI) Am. Film Tech.	5	3/8	6	5/8	– 1	1/4	– 18.86	17	52
O	(AGRPC) Andrews Group	2	3/8	2	3/8			00.00	-1	21
O	(BSIM) Burnup & Sims		7/8	6	7/8	– 6		– 87.27	9	11
A	(CLR) Color Systems	1	5/8	1	5/8			00.00	-1	9
N	(CQ) Comsat	26	1/4	28	1/8	– 1	7/8	– 06.66	7	490
N	(CDA) Control Data	8		8	1/2	–	1/2	– 05.88	-2	340
N	(DNB) Dun & Bradstreet	40	1/8	41	5/8	– 1	1/2	– 03.60	14	7,321
N	(FCB) Foote Cone & B.	22	1/4	23		–	3/4	– 03.26	11	240
O	(GREY) Grey Advertising	141		131		10		07.63	12	158
O	(IDBX) IDB Commun.	6		5	3/4		1/4	04.34	66	38
N	(IPG) Interpublic Group	30		30	1/2	–	1/2	– 01.63	13	1,038
O	(OMCM) Omnicom	26		26				00.00	13	682
O	(RTRSY) Reuters	40		40	5/8	–	5/8	– 01.53	18	17,243
N	(SAA) Saatchi & Saatchi	2	1/4	2	1/8		1/8	05.88	-2	356
O	(TLMT) Telemation		1/2	1	1/2	– 1		– 66.66	1	2
O	(TMCI) TM Commun.		1/8		3/32		1/32	33.33		2
A	(UNV) Unitel Video	5	3/4	6	1/8	–	3/8	– 06.12	-9	8
O	(WPPGY) WPP Group	14	3/4	15	1/8	–	3/8	– 02.47	7	595

	Closing Wed Oct 17	Closing Wed Oct 10	Net Change	Percent Change
Standard & Poor's 400	349.98	353.11	-3.13	-0.9

FOR THE RECORD

As compiled by BROADCASTING from Oct 11 through Oct 17 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; aur.—aural; aux.—auxiliary; ch.—channel; CH—critical hours.; chg.—change; CP—construction permit; D—day; DA—directional antenna; Doc.—Docket; ERP—effective radiated power; Freq—frequency; HAAT—height above average terrain; H&V—horizontal and vertical; khz—kilohertz; kw—kilowatts; lic.—license; m—meters; mhz—megahertz; mi.—miles; MP—modification permit; mod.—modification; N—night; pet. for recon.—petition for reconsideration; PSA—presunrise service authority; pwr.—power; RC—remote control; S-A—Scientific-Atlanta; SH—specified hours; SL—studio location; TL—transmitter location; trans.—transmitter; TPO—transmitter power output; U or unl.—unlimited hours; vis.—visual; w—watts; —noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. One meter equals 3.28 feet.

OWNERSHIP CHANGES

Applications

■ **KAPH(FM) Kingman, KS** (BALH900927GF; 100.3 mhz; 48 kw; ant. 505 ft.)—Seeks assignment of license from Bliss Communications to Alpha Broadcasting Inc. for $220,000. Seller is headed by Ronald G. Bliss, Eugene L. Ferrin, David Gordon, Michael R. Gore and Jessica A. Gore. Buyer is headed by David Brace, Fred Samuelson and Doyle Gene Boyd. Brace is president of New Life Fellowship Inc., licensee of KGAM(FM) Wichita, KS. Filed Sept. 27.

■ **WTBM(FM) Mexico, ME** (BALH900926HX; 100.7 mhz; 180 W; ant. 1,277 ft.)—Seeks assignment of license from Tanist Broadcasting Corp. to Mountain Valley Broadcasting Inc. for $300,000. Seller is headed by T. Barton and Eleanor A. Carter, husband and wife, and Cyril M. Wismer, and is licensee of WFAU(AM) and WKCG(FM), both Augusta, ME. Buyer is headed by Richard D. Gleason, and has interests in WTME(AM) Auburn, WOXO(FM) Norway and WFTQ(AM) South Paris, all Maine, and is also proposed assignee of WXGL(AM) Lewiston, ME. Filed Sept. 26.

■ **KJLA(AM) Kansas City, MO** (BAL900926ED; 1190 khz; 5 kw-D; 225 w-N)—Seeks assignment of license from Osborn Communications Corp. to The Great Age Radio Inc. for $200,000. Seller is headed by Wilton R. Osborn II, Carol D. Osborn and Stanley H. Durwood. Buyer is headed by L. Robert McLaughlin, owns 100% of stock and has no other broadcast interests. Filed Sept. 26.

■ **WIXE(AM) Monroe, NC** (BTC900928EC; 1190 khz; 1 kw-D)—Seeks assignment of license from Monroe Broadcasting, Inc. to Monroe Broadcasting, Inc., for $250,000, in stock purchase agreement. Seller is headed by Joe N. Ross, Paul J. and Janet Helms, Bruce H. Griffin Jr. and Ray Atkins. Buyer is headed by James E. Reddish, Archie W. Morgan, David and Joan Hinson and Eleanor Gardner Randall, and has no other broadcast interests. Filed Sept. 28.

■ **WBMS(AM) Wilmington, NC** (BAL900928ED; 1340 khz; 1 kw-U)—Seeks assignment of license from Brunson Broadcasting Co. of North Carolina to S. Frank and Helen F. McNeil for $148,000. Seller is headed by Dorothy E. Brunson, Naomi Porter Camper and Clyde Porter Jr., and has interests in Brunson Communicatons, Inc., licensee of WEBB(AM) Baltimore, WIGO(AM) Atlanta, and WGTW(TV) Burlington, NJ. Buyer is headed S. Frank and Helen F. McNeil, and has no other broadcast interests. Filed Sept. 28.

■ **KQFX(FM) Georgetown, TX** (BAPLH900926GE; 96.5 mhz; 100 kw; ant. 930 ft.)—Seeks assignment of license from Red River Radio Inc. to KHFI Venture Ltd. for $3,850,000. Seller is headed by A. Thomas Joyner, David Weil, Gregg P. Skall and Lynette Leto. Buyer is owned by Rusk Corp., headed by Jesse H. Jones II, John C. Jones, John T. Jones Jr., Winifred S. Jones, Melissa J. Stevens, Joe Thompson, Clint C. Small, Viva Harris, B.J. Mitchell and Ron Scott. Rusk Corp. is the licensee of KTRH(AM)-KLOL(FM) Houston, KMGP(FM) Monahans and KSMG(FM) Seguin, all Texas. Filed Sept. 26.

■ **KYQX(FM) Weatherford, TX** (BALED900928GG; 89.5 mhz; 368 W; ant. 205 ft.)—Seeks assignment of license from Springtown Educational Broadcast Foundation to Parker County Public Radio Inc. for $55,000. Seller is headed by Wesley D. Yeager, Angela Yeager and Gayle Moring. Wesley D. Yeager has interests in KMQX(FM) Springtown and KSEY(AM)-(FM) Seymour, both Texas. Buyer is headed by Randall Young, Steve Reid, John E. Schwensen, Lon W. Young, Stewart Schwensen and Joyce S. Schwensen, and has no other broadcast interests. Filed Sept. 28.

■ **WPUV(AM) Pulaski, VA** (BAL901001EB; 1580 khz; 5 kw-D; 1 kw-CH)—Seeks assignment of license

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's[1]	TOTAL *
Commercial AM	4,979	247	5,226
Commercial FM	4,308	867	5,175
Educational FM	1,430	282	1,712
Total Radio	10,717	1,396	12,118
Commercial VHF TV	550	19	569
Commercial UHF TV	552	185	737
Educational VHF TV	124	4	128
Educational UHF TV	226	20	246
■ Total TV	1,452	233	1,680
VHF LPTV	300	205	505
UHF LPTV	457	1,508	1,965
■ Total LPTV	757	1,713	2,470
FM translators	1,849	290	2,139
VHF translators	2,732	116	2,848
UHF translators	2,223	401	2,624

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

C-1130-1

Broadcasting Oct 29

Reaching over 113,000 readers every week — 60th Year 1990

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Networks ready series and specials for November sweeps battle

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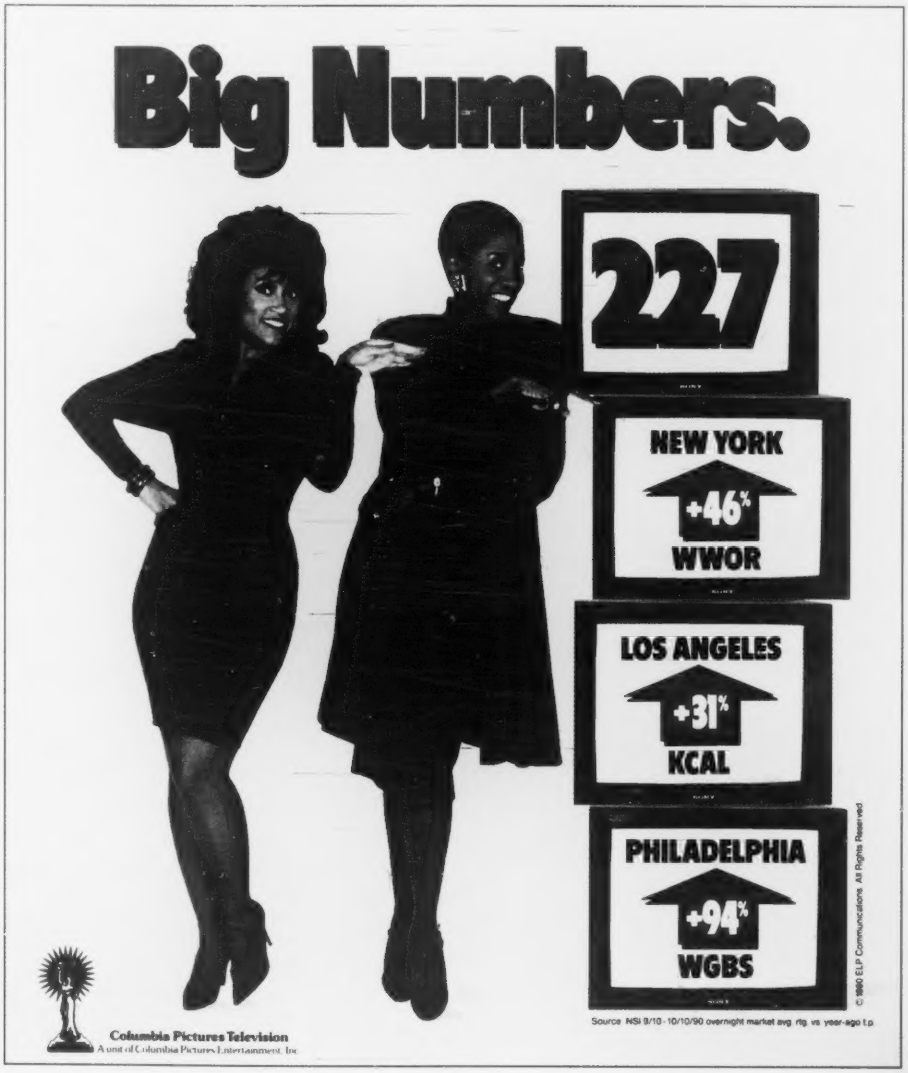
Third quarter financial results for television station owners

CABLE / 58

The outlook on rates, new program services post-cable bill


Big Numbers.
227
NEW YORK
+46%
WWOR
LOS ANGELES
+31%
KCAL
PHILADELPHIA
+94%
WGBS
Columbia Pictures Television
A unit of Columbia Pictures Entertainment, Inc.
Source: NSI 9/10-10/10/90 overnight market avg. rtg. vs. year-ago t.p.
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Vol. 119 No. 18

Lowest unit rate: The profits and the problems

*****************5-DIGIT 20814
20814SRI AT8501 ZCZ
SRI ACQ
CONGRESSNL INFO SRV **SAMPLE
4520 EAST-WEST HWY
BETHESDA MD 20814

THIS WEEK

27 / GETTING OUT THE VOTE

Along with the more than $230 million of political advertising expected to pour into TV stations this year, there is also confusion over how to comply with the FCC's statutorily mandated lowest unit charge requirement for campaign spots.

29 / K PRIME PRIMED

Burning the midnight oil last week and this, K Prime engineers say they are ready to launch the nation's first midpower direct-to-home satellite television service next Monday, Nov. 5. About 100 consumers in scattered test markets, most of them uncabled, have committed to taking the three- to six-foot dishes to receive seven superstations and three pay-per-view signals. K Prime expects to grow from about 30 to 120 test distributors, and from 100 to 40,000 subscribers by next June—on its way to 300,000 break-even subs by 1993.

33 / HDTV ON $12 MILLION OR LESS

CBS and the Public Broadcasting Service have released the preliminary results of separately conducted studies that estimate total TV station conversion costs will range between $5 million and $12 million, assuming that the conversion is spread over several years and that the FCC selects an all-digital transmission system. The numbers are significantly more optimistic than an earlier study that suggested a range of $10 million to $38 million.

K Prime to launch in seven days (page 29)

34 / FNN TAKES ANOTHER HIT

Earl Brian has been replaced as chief executive officer of FNN and its parent Infotech. Two new co-CEO's have been assigned the task of getting the companies' financial houses in order and selling off some or all of Infotech's businesses.

35 / RADIO-TV CONNECTION

Cox's WSB-TV Atlanta has brought together a 24-station radio network to simulcast its six o'clock newscast. Radio stations also will function as stringers for the ABC affiliate.

35 / RAB NEWS

The Radio Advertising Bureau elected its new board members and named Rick Buckley, Buckley Broadcasting RAB chairman. The board also approved a marketing plan designed to increase radio's share of advertising money.

40 / GEARING UP FOR SWEEPS

The network television season heads into its November sweeps period with an emphasis on high-visibility programing. Moving away from multi-night mini-series, both ABC's and NBC's sweeps programing are anchored by two-part, four-hour movies. CBS is relying on a slate of made-for-TV movies, specials and three theatrical movies making their network television debut, to push it ahead.

44 / MAJOR SERIES LOSS

The unusually short World Series in the first of CBS's four-year, $1.06 billion contract with Major League Baseball resulted in a loss estimated at more than $100 million. But CBS said the long-term value of the contract, including its promotional impact on regularly scheduled programing, has yet to be seen.

49 / SMPTE EQUIPMENT ROUNDUP

Rival composite digital videotape formats were demonstrated on the exhibit floor during the Society of Motion Picture and Television Engineers conference in New York (Oct. 13-16). Digital TV transmission and studio automation equipment were also prominent at the exhibition. But the 1990 SMPTE exhibition was smaller and more lightly attended than usual, mainly due to unhappiness with the New York site (page 51). The exhibition will not be returning there until at least 1994.

52 / FLAT QUARTER

Third quarter financial results for Capital Cities/ABC and other TV broadcasters show flat to modest earnings comparison to last year's third quarter. ESPN earnings are hurt by baseball rights fees.

53 / COMPARATIVE QUESTIONS

Some advertisers are upset with the way the standards and practices departments at the networks are handling comparative commercials. Comparative ads—commercials that attack or mock competing products by name—are rampant in automobile, telecommunications and soft drink industries. Coca-Cola has met with the networks and discussed the possibility of creating an agency independent of the networks and advertisers to review comparative ads.

58 / WHAT NOW?

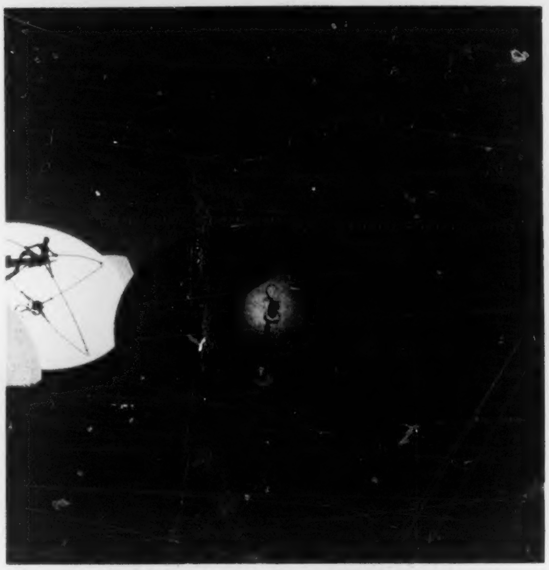
With the demise of the cable bill, the industry confronts the issues on the minds of Congress—rate increase, programing exclusivity, MSO ownership in programing services and access—and the fallout from having no bill.

60 / WTBS LOOKS FOR NEW LIFE

WTBS(TV) Atlanta isn't the cable ratings king it once was; it has been overshadowed by its image-conscious, co-owned network, TNT. But with plans for a new on-air look and a nearly 1,000-title movie package from MGM/UA, the superstation is looking to make sure it stays on top of the cable heap.

62 / FCC CABLE ACTION

FCC is planning to propose a new multifaceted "effective competition" standard for determining which cable systems should be subject to municipal rate regulation. The proposed standard would likely result in more systems falling under the regulatory purview of local franchising authorities.



Sweep's stake: ABC's does Stephen King's "It" (page 40)

66 / SELF-GUIDANCE

The National Infomercial Marketing Association used its first annual conference to take guidance from Congress and federal agencies, and to show its intent to curb its own, issuing guidelines on both the form and content of program-length ads.

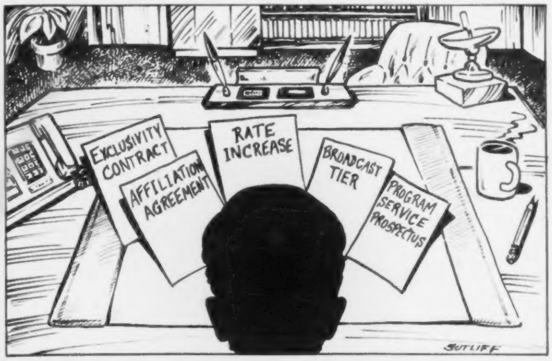
67 / NEGATIVE INTERACTION

The National Association of Broadcasters and the Association for Maximum Service Television filed joint comments opposing the implementation of T-NET, a wireless interactive TV system in the UHF band, because the spectrum will be needed for HDTV broadcasting. T-NET's developer, Radio Telecom & Technology Inc., and other supporters of the system say interactive technology should not be delayed by HDTV.

68 / FOX LAUNCH

Fox Broadcasting has hired several key executives at the Washington-based Fox News Services, where organizers foresee a possible early 1991 launch of its much anticipated national news service. The hour-long daily newsfeed should be a boon for Fox's 132 predominantly UHF affiliates, 18 of which currently have nightly newscasts.

The industry looks beyond the cable bill (page 58)



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Incorporating

The Fifth Estate
TELEVISION.
Broadcasting
■ Cable

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NEW HDTV ESTIMATES: $12 MILLION OR LESS

Separate CBS, PBS studies chart multi-year, five-step conversion scenarios for high-definition TV simulcast transmission facilities and studio equipment; CBS predicts transitions lasting five to nine years

CBS ESTIMATE OF HDTV BROADCAST STATION COSTS

($ thousands in 1990 dollars)

	GROUPS OF STATIONS ACQUIRING EQUIPMENT					
Group	*1*	*2*	*3*	*4*	*5*	*6*
# of stations	*30*	*40*	*80*	*160*	*320*	*640*
A. Network pass-through	1,481	1,333	1,185	1,037	889	741
B. Local commercial insertion	1,652	1,487	1,322	1,157	992	827
C. Local play of syndicated non-network programs	1,057	951	845	739	633	527
D. Local origination	3,277	2,949	2,621	2,293	1,965	1,637
E. Final plant conversion	4,113	3,702	3,291	2,880	2,469	2,058
Total capital cost per station	11,580	10,422	9,264	8,106	6,948	5,790

PBS ESTIMATE OF HDTV BROADCAST STATION COSTS

Final cost of transmission and studio facilities after 5-step conversion

($ thousands)

	Best Case	*Worst Case*
VHF, low band (channels 2-6)	9,502	12,050
VHF, high band (channels 6-13)	9,552	12,100
UHF	9,682	12,230

The worst-case cost of high-definition television simulcast transmission and studio production installation for any station will be about $12 million, spent over several years, according to studies by CBS and the Public Broadcasting Service. That figure could be as low as $5 million for some small-market stations, the CBS study found.

Both networks presented preliminary findings of on-going studies on HDTV conversion costs last Wednesday (Oct. 24) in Washington. The presentations were made during a joint meeting of two working parties within the FCC's advisory committee on advanced television service, systems working party 3 on economic assessment, and implementation working party 2 on transition scenarios.

The two studies were conducted independently of each other using in-house personnel and were based on different sets of assumptions. Nevertheless, the results are remarkably similar. "We met with CBS in early September to compare notes and were surprised to find that our plans and their plans and transitions and costs were pretty much the same. We were pleasantly surprised," said James Kutzner, communications systems engineer, Public Broadcasting Service, Alexandria, Va.

The results of the two studies are much more optimistic than the figures in a study from a subgroup of systems working party 3 led by Robert J. Ross, director, broadcast operations and engineering, KYW-TV Philadelphia. The latest version of that report, released last spring, estimates implementation of a full simulcast HDTV station at a range of $10 million to $38 million, depending on market size (BROADCASTING, April 9).

The CBS study, which was presented by Robert P. Seidel, the network's vice president, TV engineering, and Rupert Stow, consultant and former CBS engineer, begins with the assumption that stations in the largest TV markets will be the first to begin conversion, following the precedent set when the industry converted to color transmission.

Other assumptions: stations will have phased conversions spread over five to nine years; the FCC will select an all-digital terrestrial system which will allow for lower-power transmission equipment that is less expensive than NTSC; the initial high equipment prices will come down steadily as economies of scale affect the marketplace, and labor costs will represent 20% of the capital spending for HDTV conversion.

CBS divided the currently operating U.S. TV stations into six categories based on market size (see chart). The 30 largest TV stations in the country, in the first category, will be the first to convert to HDTV, about a year after the FCC chooses a standard. After about five years those stations will have completed their conversions, spending about $11.58 million in that time.

The approximately 640 smallest stations in the country (represented by group 6) would not begin to convert until five or six years after the standard is chosen and will take about seven or eight years to complete the change, under the CBS scenario. Those stations will have spent about $5.79 million in that time, much less than group 1 because by the time small stations implement HDTV, prices will have dropped, due to higher equipment production levels.

Kutzner and fellow PBS engineer Mark Richer presented a more detailed version of the PBS cost analysis, released a week before at the Society of Motion Picture and Television Engineers convention in New York (BROADCASTING, Oct. 22). The PBS study starts with many of the same assumptions as CBS, including multi-year phased conversion and conversion by large markets first. PBS's best-case scenarios were based on FCC selection of an all-digital system. Capital expenditures would then likely include a new transmitter, antenna and strengthening of existing towers to hold both NTSC and HDTV antennas. It also figured worst-case costs in case larger antennas are needed to transmit nondigital signals and a second tower must be built.

PBS's best-case estimate of transmission equipment and installation cost for a low-band VHF station is $936,000, and the worst case is $3.484 million; high-band VHF, $986,000 best case, $3.534 million worst case, and UHF $1.116 million best case, $3.664 million worst case.

By comparison, the Ross report estimated that it would typically cost $8 million to install the capability to pass a network HDTV signal. **—RMS**

RATINGS ROUNDUP

CBS won the week on the strength of its World Series coverage, with the four games of the Reds sweep placing first, second, fifth and sixth among all prime time programs for the week. Second, with five of the top 10 shows was NBC, whose *Cheers* was the top rated nonbaseball offering at 21.1/33. Coming in third was ABC, with only one of the top 10 shows, *America's Funniest People* (18.3/27), but six of the top 20 shows. Fox's strongest finisher was *The Simpsons*, which ranked 18th at 16.2/25 (*Cosby* was ranked eighth with 18.5/29). The line score was CBS, 15.9/26; NBC, 13.9/23; ABC, 12.6/21; Fox, 7.0/12.

Week 5 **Oct. 14–Oct. 20**

1st column tells rank, 2nd column tells position compared to last week: ▼-Down in rank from last week, ▲-Up in rank from last week, ■-Premiere broadcast. 3rd column tells rating, 4th column tells network, 5th column tells show.

1		21.8/37	C	World Series Game 2
2		21.4/38	C	World Series Game 4
3	▼	21.1/33	N	Cheers
4	▲	20.3/32	N	Movie:Kaleidoscope
5		20.2/32	C	World Series Game 1
6		19.4/35	C	World Series Game 3
7	▼	19.3/30	N	A Different World
8	▼	18.5/29	N	Cosby
9	▲	18.3/27	A	Amer. Funniest People
10		18.0/28	N	Movie:Fine Things
11	▼	17.7/30	C	60 Minutes
12	▼	17.4/26	A	Roseanne
13	▼	17.1/26	A	Amer. Funniest Viedos
14	■	16.9/29	A	L.A. Law
15	▲	16.7/27	A	Movie:The Bride In Black
16	▲	16.5/27	N	Grand
17	▼	16.3/26	A	Who's the Boss?
18	▼	16.2/25	F	Simpsons
19		16.1/24	C	Designing Women
19	▼	16.1/29	A	Monday Night Football
21	▼	15.7/24	A	Doogie Howser, M.D.
21		15.7/24	C	Murphy Brown
23	▼	15.5/24	A	Head Of The Class
24	▼	15.3/26	N	Golden Girls
25	▼	15.1/26	N	Empty Nest
26		15.0/26	C	World Series Postgame 2
27	▼	14.9/22	A	Coach
27	▼	14.9/24	N	Unsolved Mysteries
29	▼	14.8/23	A	Growing Pains
30	▼	14.6/26	A	Full House
31		14.4/31	C	World Series Postgame 4
31	▼	14.4/25	A	Family Matters
31	▲	14.4/22	F	Married...With Children
34	▼	14.3/23	C	Major Dad
35	▼	14.1/23	A	Wonder Years
36		13.8/30	C	World Series Postgame 3
36		13.8/23	C	World Series Pregame 1
38		13.0/23	A	Full House Spec.
38	▼	13.0/24	A	20/20
40	▼	12.8/21	N	Fresh Prince Of Bel Air
41		12.7/23	C	World Series Pregame 2
41		12.7/22	C	Knots Landing
41		12.7/21	N	Movie:Opposites Attract
44		12.6/25	C	World Series Pregame 4
45	▼	12.5/22	A	Perfect Strangers
46	▼	12.4/20	N	Ferris Bueller
47	▲	12.3/19	F	In Living Color
48	▼	12.1/18	C	Murder, She Wrote
49	▼	12.0/18	N	Movie:Love She Sought
50	▼	11.9/21	N	Carol & Company
50	▼	11.9/19	A	Married People
52		11.6/23	C	World Series Pregame 3
52	▼	11.6/19	C	Uncle Buck
54	▼	10.2/18	A	Macgyver
55		10.1/16	A	Father Dowling
56		10.0/20	C	World Series Postgame !
57		9.9/16	C	Trials Of Rosie O'Neill
58	▲	9.8/15	F	Get A Life
58	▼	9.8/17	N	Night Court
58		9.8/16	N	Super Bloopers And Jokes
58	▼	9.8/16	A	thirtysomething
62		9.6/17	A	Movie Spec.:Babysitting
63	▼	9.5/15	C	Movie:The Big Easy
64	▼	9.4/17	N	Midnight Caller
65		9.2/15	A	Gabriel's Fire
65		9.2/14	F	Good Grief
65	▼	9.2/16	N	Working It Out
68		9.1/16	N	1st Person/M. Shriver
68	■	9.1/14	C	Flash
70		8.9/15	A	World Of Discovery
71		8.8/14	C	Doctor, Doctor
71	▼	8.8/15	A	Primetime Live
73	▼	8.7/16	N	American Dreamer
74	▼	8.4/15	A	Twin Peaks
75	▼	8.2/14	N	Quantum Leap
76	▼	8.0/13	F	Babes
76	▼	8.0/14	N	Wings
78	▼	7.8/14	N	Parenthood
79	■	7.3/11	C	Top Cops
80	▼	7.2/12	A	Cop Rock
81	▼	6.6/11	F	Parker Lewis
82	▼	6.1/11	F	Amer. Most Wanted
83		5.9/10	F	Comic Strip Live
84	▼	5.8/10	F	True Colors
85	▼	5.2/8	F	Beverly Hills, 90210
86	▼	4.7/8	F	Cops
86	▼	4.7/9	F	Totally Hidden Video
88	▼	4.0/7	F	DEA
89	▼	3.9/7	F	Haywire
90	▼	2.5/4	F	American Chronicles

FREEZE FRAMES: Syndication Scorecard * **Week ended Oct. 14**

Rank	Program (Syndicator)	Rtg	Stns	Covg
1	Wheel of Fortune, syn. (King World)	13.0	216	94
2	Jeopardy! (King World)	11.5	196	91
3	Star Trek: Next Generation (Paramount)	9.6	233	98
4	Entertainment Tonight (Paramount)	8.6	160	95
4	MGM Premiere Network II (MGM)	8.6	163	92
6	Oprah Winfrey (King World)	8.2	185	91
7	Cosby Show (Viacom)	7.9	191	95
8	Wheel of Fortune, wknd. (King World)	7.5	189	86
9	Current Affair (20th Century Fox TV)	7.3	180	92
10	Super Force:The Movie (Viacom)	6.0	176	94
11	Donahue (Multimedia)	5.7	212	92
12	Magic II (Buena Vista)	5.3	156	90
13	21 Jump Street, syn (Cannell Dist.)	5.0	125	91
13	Star Search (TPE)	5.0	173	96
15	Inside Edition (King World)	4.9	111	74

* Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research.

CHANGING HANDS

WTVX(TV) Ft. Pierce, Fla. □ Sold by WTWV Inc. to Krypton Broadcasting Corp. for $8 million cash at closing. **Buyer** is headed by Frank K. Spain and is licensee of WTVA(TV) Tupelo, Miss., and is permittee of KZJC(TV) Flagstaff, Ariz. **Seller** is headed by C.E. Feltner Jr. and has interests in Krypton Broadcasting of Jacksonville Inc., licensee of WNFT(TV) Jacksonville, Fla.; Krypton Broadcasting of Birmingham Inc.; Krypton International Corp., and Krypton Broadcasting of Ft. Pierce Inc. WTVX is an independent on ch. 34 with 5000 kw visual, 500 kw aural and antenna 973 ft.

KZOU-AM-FM Little Rock, Ark. □ Sold by Encore Communications Ltd. to GHB Broadcasting for $1.65 million cash at closing. **Seller** is headed by George Duncan and has interests in KBFM-FM McAllen-/Brownsville, Tex. **Buyer** is headed by George H. Buck Jr. and has interests in KMGY(AM) Montgomery, Ala.; WYZE(AM) Atlanta and WEAM(AM) Columbus, both Georgia; WTOO(AM) Asheville, WHVN(AM) Charlotte and WDRV(AM) Statesville, all North Carolina; WNAP(AM) Norristown, Pa., and WOLS(AM) Florence, S.C. KZOU(AM) has black format on 1250 khz with 2.5 w. KZOU-FM has CHR format on 98.5 mhz with 100 kw and antenna 1,286 ft. *Broker: H.B. La Rue, Media Brokers.*

PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ **$1,125,000** □ **1**

FM's □ **$0** □ **0**

AM-FM's □ **$6,225,000** □ **4**

TV's □ **$8,000,000** □ **1**

Total □ **$15,350,000** □ **6**

Year to Date:

AM's □ **$90,254,068** □ **332**

FM's □ **$456,517,626** □ **215**

AM-FM's □ **$344,235,640** □ **192**

TV's □ **$798,841,900** □ **82**

Total □ **$1,691,849,234** □ **721**

For 1989 total see Feb. 5, 1990 BROADCASTING.

KCIN(AM) Victorville and KATJ(FM) George, both California □ Sold by Crown Broadcasting Services for $1.575 million cash at closing. KCIN was acquired in July 1978 for $160,000; KATJ went on air in June 1989. Deal for stations in August 1989 to Victor Valley Broadcasting for $1.36 million fell through. **Seller** is headed by Sidney King and Mattie Brown. **Buyer** is owned by Scott Brody and has no other broadcast interests. KCIN has country format on 1590 khz with 500 w day and 135 w night. KATJ has Country format on 100.7 mhz with 85 w and antenna 1500 ft. *Broker: Blackburn & Co. Inc.*

WLRM(AM) Ridgeland and WLIN(FM) Gluckstadt, both Mississippi □ Sold by Exchequer Communications Inc. to Aileron Communications Inc. for $1.5 million to facilitate sale of minority interests to outside investors. **Seller and buyer** is headed by William Neville III. WLRM has news/talk format on 780 khz with 5 kw. WLIN has beautiful music format on 101.7 mhz with 3 kw and antenna 300 ft.

KZKL-AM-FM Albuquerque, N.M. □ Sold by AM-FM Communications Inc. to Coronado Broadcasters Ltd. Inc. for $1.3 million. Sale includes $800,000 cash at closing and $250,000, 10-year promissory note at 10%, with buyer assuming liabilities for balance. **Seller** is headed by Garrett Haston and has interests in KJQN-AM-FM Ogden, Utah. **Buyer** is headed by William Russell. KZKL(AM) has oldies format on 1580 khz with 10 kw day and 40 w night. KZKL(FM) has 50's and 60's format on 101.7 mhz with 3 kw and antenna 99 ft.

WLTP(AM) Parkersburg, W.Va., and WNUS(FM) Belpre, Ohio □ Sold by The Somerset Group Inc. to TRBC Inc. for $1.125 million. Sale is for 63% of stations and price includes $100,000 cash at closing and promissory note. **Seller,** headed by John Patten, is reducing its ownership from 83% to 23%. **Buyer** is headed by Joel Thorp and John Reynolds. WLTP has oldies format on 1450 khz with 1 kw. WNUS has Country format on 107.1 mhz with 2.3 kw and antenna 370 ft.

AnchorMedia Group
has agreed to sell the assets of
KKWM-FM
Dallas, TX
for $15,100,000
to
Cox Enterprises, Inc.

QUESTCOM
Radio Station Brokerage & Financing Services

Don Bussell
Gaithersburg, MD / (301) 963-3000

Marc Hand
Denver, CO / (303) 534-3939

Subject to FCC approval

FOR THE RECORD

As compiled by BROADCASTING from Oct 18 through Oct 24 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; aur.—aural; aux.—auxiliary; ch.—channel; CH—critical hours.; chg.—change; CP—construction permit; D—day; DA—directional antenna; Doc.—Docket; ERP—effective radiated power; Freq—frequency; HAAT—height above average terrain; H&V—horizontal and vertical; khz—kilohertz; kw—kilowatts; lic.—license; m—meters; mhz—megahertz; mi.—miles; MP—modification permit; mod.—modification; N—night; pet. for recon.—petition for reconsideration; PSA—presunrise service authority; pwr.—power; RC—remote control; S-A—Scientific-Atlanta; SH—specified hours; SL—studio location; TL—transmitter location; trans.—transmitter; TPO—transmitter power output; U or unl.—unlimited hours; vis.—visual; w—watts; *—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. One meter equals 3.28 feet.

OWNERSHIP CHANGES

Actions

■ **KTIM-AM-FM Wickenburg, AZ** (AM: BAL900827ED; 1250 khz; 1 kw-D, 202 w-N; FM: (BALH900827EE; 105.5 mhz; 3 kw; ant. 100 ft.)—Granted app. of assignment of license from Kenyon Communications Inc. to Interstate Broadcasting Systems of Arizona Inc. for $1 million. Seller is headed by Willard and Suzy Lochridge and has no other broadcast interests. Buyer is headed by Paul J. and Joyce K. Toberty, who have interest in KRDS(AM) Tolleron, AZ, and KYMS-FM Santa Ana, CA. Action Oct. 12.

■ **WXRS-FM Swainsboro, GA** ALH900814HT; 103.9 mhz; 3 kw; ant. 299.9 ft.)—Granted app. of assignment of license from Lacom Communication Inc. to Roy A. Thompson for $500,000. Seller is headed by Lamar and Doris A. Studstill, husband and wife, and their sons Owen L. and Cole C. Studstill, and has no other broadcast interests. Buyer has no other broadcast interests. Action Oct. 1.

■ **WJPF(AM) Herrin, IL** (BTC900827EH; 1340 khz; 1 kw-U)—Granted app. of assignment of license from Egyptian Broadcasting Co. to Egyptian Broadcasting Co. for $200,000. Seller is headed by Robert A. and R. Keith Ferrari, O.M. Hudgens and John Brewater and has no other broadcast interests. Buyer is headed by Robert A. Ferrari, John S. Brewster, R. Keith Ferrari and Orville Hudgens, and has no other broadcast interests. Action Oct. 10.

■ **WNDI-AM-FM Sullivan, IN** (AM: BAL900823HW; 1550 khz; 250 w-D; FM: BALH900823HX; 95.3 mhz; 3 kw; ant. 150 ft.)—Granted app. of assignment of license from John O. McPherson to Antrosiek Inc. for no financial considerations. Seller has no other broadcast interests. Buyer is headed by Arthur F. and Jean P. Stanley, Howard McMinimee, Lillian O. Widmer, William Hoye, Joseph Powers and David Messing, and has no other broadcast interests. Action Oct. 5.

■ **WABJ(AM)-WQTE(FM)** Adrian, MI (AM: BAL900711EF; 1490 khz; 1 kw-U; FM: BALH900711EG; 95.3 mhz; 3 kw; ant. 300 ft.)—Granted app. of assignment of license from Mid-America Radio Group Inc. to Friends Communication of Michigan Inc. for no financial considerations. Seller is headed by David C. and Kay A. Keister and has interest in WBAT(AM) Marion, WLJC(FM) Van Buren and WKBV(AM)-WFMG(FM) Richmond, all Indiana. Buyer is headed by Eugene Bryan, Bob Elliott, Michael R. Brooks and Charles J. Brooks, and is licensee of WFPS(FM) Freeport, IL. Action Oct 9.

■ **WQPM-AM-FM Princeton, MN** (AM: BAL900808HC; 1300 khz; 1 kw-D, 83 w-N; FM: BALH900808HD; 106.3 mhz; 3 kw; ant. 300 ft.)—Granted app. of assignment of license from Lacom Communication Inc. to Roy A. Thompson for $500,000. Seller is headed by Lamar and Doris A. Studstill, husband and wife, and their sons Owen L. and Cole C. Studstill, and has no other broadcast interests. Buyer has no other broadcast interests. Action Oct. 1.

■ **KLAV(AM) Las Vegas, NV** AL900420EE; 1230 khz; 1 kw-U)—Granted app. of assignment of license from Wagenvoord Advertising Group Inc. to Holder Broadcast Services of Nevada for $1.3 million ("Changing Hands," May 21). Seller is headed by Jeff Revette and has no other broadcast interests. Buyer is headed by Harold Holder Sr., has interest in KPUR-AM-FM Amarillo, TX. Holder has interest in GMX Communications Inc., licensee of WHBB(AM)-WDXX(FM) Selma, AL; KLCL(AM)-KHLA(FM) Lake Charles, LA, WNAU(AM)-WWKZ(FM) Albany, MS, and WRLT(AM) Franklin and WRLT(FM) Madison, both Nashville, Tenn. GMX Communications is selling stations to Zenox Inc. ("Changing

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,978	246	5,224
Commercial FM	4,357	906	5,263
Educational FM	1,435	296	1,731
Total Radio	10,770	1,448	12,218
Commercial VHF TV	552	18	570
Commercial UHF TV	560	184	744
Educational VHF TV	125	3	128
Educational UHF TV	228	18	246
■ Total TV	1,465	223	1,688
VHF LPTV	179	165	344
UHF LPTV	578	1,074	1,652
■ Total LPTV	757	1,239	1,996
FM translators	1,847	302	2,149
VHF translators	2,731	114	2,845
UHF translators	2,239	400	2,639

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.